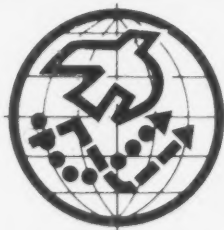


THE  
PRINCETON  
RELIGION  
RESEARCH  
CENTER, INC.



The Princeton Religion Research Center is an interfaith, non-denominational research organization with headquarters in Princeton, New Jersey. The PRRC, founded in 1977, specializes in creative, actionable research, utilizing the worldwide attitudinal and behavioral facilities of Gallup International.

The purpose of the PRRC is to gain a better understanding of the nature and depth of religious commitment in the U.S. and abroad and to explore the factors behind spiritual growth or decline.

It is hoped that this information will contribute to greater understanding and improved relations among the many religions in our pluralistic society.

The PRRC exists solely to provide as accurate information as possible on the changing religious scene and does not espouse a particular religion, movement, or cause.

*EMERGING TRENDS*, published by the Princeton Religion Research Center, is a new monthly newsletter created to assist religious leaders and others in their efforts to be alert to emerging trends and to try to answer, with new insight, the key questions: where is the Church today and where is it going?

128780-2

# **RELIGION IN AMERICA 1981**

THE GALLUP ORGANIZATION, Inc.  
and  
THE PRINCETON RELIGION RESEARCH CENTER, Inc.  
Box 310 • 53 Bank Street • Princeton, N.J. 08540

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### IMPORTANT NOTES TO READERS

**The Sample:** The sampling procedure of the Gallup Poll is designed to produce samples which are representative of the U.S. civilian adult population. National survey results are based on interviews with a minimum of 1,500 adults. In certain sets of findings, numerous surveys have been combined to build up the sample base.

**Sampling Tolerances:** In interpreting survey results, it should be remembered all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population had been interviewed. Samples of 1,500 have a tolerance within 3 percentage points 95 percent of the time. Certain population groups are not reported separately for many surveys because the number of persons in the sample is not enough to provide sufficiently accurate results.

**Jews in Sample:** For many sets of survey results in this report, there are an insufficient number of Jews in the sample to provide projectible data.

**Denomination Headings:** In some cases, churches of the same family have been grouped under general headings — for example, "Methodist churches" — because the size of the sample does not permit reporting churches within that group.

**Projecting Survey Results:** The survey results in this report can be projected to the total (civilian, non-institutionalized) adult population. For this purpose, use a total adult, civilian, non-institutionalized population figure of approximately 156 million (at mid-point in 1980).

**Survey Dates:** The latest findings are based on surveys conducted in 1980 and 1981. Trends are frequently presented to show change in belief, attitudes or behavior.

# **I. INTRODUCTION**

## SURVEYS REVEAL NEW SIGNS OF VITALITY IN U.S. RELIGIOUS LIFE

In the current national debate on the need for renewal in American life, many social observers would maintain that renewal is most urgently needed in the nation's religious life — to give our efforts the creative energy and divine dimension they require.

Is there evidence of religious renewal in America today? What is the spiritual condition of our country? These questions are, of course, a matter of constant and prayerful concern, with no easy answers.

Yet in broad outline, we can, by examining the available survey facts, determine the direction the nation is taking in terms of its religious life. The 1981 index, *Religion in America*, reports on 7 key dimensions in people's religious lives, dimensions which are related to religious behavior, attitudes, self-assessment and perceptions of the impact of religion on society.

### REMARKABLE STABILITY NOTED IN MEASUREMENTS

*The 7 measurements attest to the remarkable stability of religion in America. This stability is all the more impressive in view of certain trends which could be expected to have a negative impact on religion, including the distractions of modern life, forces undermining the family, and the ongoing conflict between the values of society and those of the church.*

*The results must be regarded as a testimony to the extraordinary efforts of the clergy and lay religious leaders in recent years.*

*Ironically, the "electronic church" — usually thought to reduce religious commitment and participation — may be a key factor in the stability of the religious trends we note in 1980.*

### PRINCETON RELIGION RESEARCH CENTER

The survey results given in this report are based on numerous surveys undertaken in 1980 by the Gallup Organization, Inc. in conjunction with the Princeton Religion Research Center. The purpose of the Center, founded in 1977, is to gain a better understanding, through scientifically-conducted surveys, of the nature and depth of religious commitment in the United States and abroad. This information will, hopefully, contribute to greater understanding and improved relations among the many religions in our pluralistic society. PRRC exists solely to provide as accurate information as possible on the changing religious scene and does not espouse a particular religion, movement, or cause.

It should be noted, however, that the results of certain questions in this report are based on Christians alone, since the sample base for non-Christians is not large enough to permit projections of the survey results to the adult population.

A key objective of the PRRC is to encourage members of the clergy and others in the field of religion to become research-minded and to think of survey research as a natural and essential part of one's ministry. Survey research, we believe, can raise the level of inquiry into the religious beliefs, practices and knowledge of populates and be useful in helping churches and synagogues maintain a healthy balance of evangelism, social concern and spiritual renewal.

Carefully-conducted survey research — whether at the local or national level — can help religious institutions not only set goals, but also determine the best ways to reach these goals.

Survey research, if properly conceived, goes far beyond mere "head-counting." "Research should have implications beyond data gathering and the immediate social context; it should lead to conclusions and generalizations that enrich, modify, or elaborate some body of theory."\*

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\* WOMEN AND MINISTRY: A SURVEY OF THE EXPERIENCE OF ROMAN CATHOLIC WOMEN IN THE UNITED STATES. A Project Undertaken for The Ecclesial Role of Women Commission of the Leadership Conference of Women Religious: Center for Applied Research in the Apostolate (CARA), 3700 Oakview Terrace, N.E., Washington, D.C. 20017, p. 14.

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### STATE OF RELIGION IN AMERICA

Before reviewing certain of the specific findings in terms of the 7 dimensions examined in this report, it may be helpful, by way of background, to note some of the overall positive and negative aspects of the religious scene today.

First of all, certain of the more *positive* findings:

Nearly every home in the U.S. has at least one Bible. Americans claim belief in God — a remarkable 94 out of 100 do so. Americans pray regularly. Nearly half of the adults of this nation can be found in church on Sundays — a far better attendance record than found in virtually all other predominantly Protestant nations of the world. Only 7% of Americans say they have no religious affiliation.

U. S. adults give a great deal of money to our religious organizations — in 1978 Americans gave \$239.00 on the average. People in this nation say religion is very important in their lives. Americans express a considerable degree of confidence in organized religion. The vast majority of Christians say they believe in the divinity of Jesus Christ.

Virtually all people pray, and say they believe in the power of prayer — that prayer works.

Americans overwhelmingly want their children to have religious training. And at least half of Americans would be pleased if a son of theirs were to decide to enter the clergy.

Furthermore, it is believed important for people to have faith. Fully half of Americans say they would not vote for an atheist for President and place prominent figures in the field of religion high on the annual Gallup Poll lists of most admired men and women in the world.

## WORRISOME FINDINGS?

All of this — at least from the point of view of a religionist — may sound encouraging, but the more one probes into the religious and spiritual lives of Americans, through surveys, the more concerned one becomes about what may lie beneath the often impressive outward signs of religion in America today.

Just about every home has at least one Bible, to be sure, but they have been collecting a lot of dust. Only 12% of Americans read the Bible daily or more often. One fourth of teenagers have *never* read the Bible! Americans revere the Bible but they do not read it.

Furthermore, most of us would flunk any test on the Bible. For example, when asked how many of the Ten Commandments they could name, fewer than half of survey respondents in a recent survey we conducted for *Christianity Today* could name four or more!

Americans say they believe in God, but when they are asked to indicate why they have faith in God, they reveal little evidence of having pondered a basis for this faith.

Similarly, Christians attest to a belief in the divinity of Jesus Christ, but many, it would appear, have not come to terms with Jesus Christ in their lives — they have not examined their *understanding* of Jesus Christ, their *relationship* and *commitment* to Him.

Most Americans pray, but do so in an unstructured and superficial manner. Instead of treating prayer life with all the importance and urgency of a medical emergency, they neglect this focal point of the life of a believer. Prayers are usually prayers of petition rather than prayers of thanksgiving, intercession, or seeking forgiveness. God for some is viewed as a "divine Santa Claus." Furthermore, a *decline* in the frequency of prayer is noted.

Half of us show up in churches on Sunday, but some who sit in the church pews are far from deeply committed Christians. In fact, many of the most deeply believing people are found *outside* our churches, as clearly evidenced by the study, *The Unchurched American*.

Americans contribute what would appear to be a significant amount of money to churches and religious organizations each year, but we must ask the question: Does this amount really represent a truly sacrificial level of giving, arising out of a deep understanding of stewardship?

Most Americans have had religious training, but the proportion who have had such training declined between the mid-60s and late 1970s. Furthermore, while most parents want their children to have religious training, the proportion who do so has also shown a decline over the last decade and a half.

One would likely assume that when persons are truly sincere in their faith, religious belief would be the most important influence in their lives. Yet only about 3 in 10 say this is the case.

Summing up these trends, it would appear that, in general, many Americans believe but apparently without strong convictions. They want the fruits of faith, but seem to dodge the responsibilities and obligations. Most Americans say they are Christians, but often without visible connection to a congregation of religious fellowship.

## RESULTS OF 7 MEASUREMENTS BRIEFLY SUMMARIZED

Following are the 7 key dimensions explored in the current report, with brief summaries of the overall findings:

1. *Religious identification*: More than 9 out of 10 Americans state a religious preference. It should be borne in mind, however, that many in this group are non-members and may be not formally affiliated with any religious body, yet they do maintain a religious identity of some kind.

The proportion of Americans who say they have "no religious preference" while sharply increasing between the late 60s and late 70s has levelled out in more recent surveys.

2. *Church/synagogue membership*: A somewhat stricter measurement of religious association is church *membership*. About 7 out of every 10 adults (69%) currently say they are members of a church or synagogue. The proportion who indicate they are church members had been on an overall decline in the three-decade period between the late 1940s and the late 1970s. In 1980, however, the percentage levelled out at 69%.

It is important to bear in mind that the membership figures reported here are *self-classifications* and represent the proportion of people who *say* they are members of a church or synagogue and may include some who are not actually on the rolls of a local church. It is also important to bear in mind that adherents of certain churches — for example, the Roman Catholic Church and Eastern Orthodox Churches — are considered to be members at birth.

3. *Church/synagogue attendance*: Regular attendance at church or synagogue can be considered to be a still stricter indicator of religious involvement. The 1980

Gallup Audit of attendance shows four adults in 10 attending a house of worship in a typical week of 1980, with relatively little change having been found in the national level of churchgoing among both Protestants and Catholics in recent years.

4. *Importance of religion in personal life:* The importance people place on religion in their own lives, in many cases apart from their religious identification, provides a key dimension in understanding how Americans relate to religion, informally as well as formally.

A majority of Americans (55%) say religion is important in their lives, while (31%) say it is "fairly important" and (14%) say it is "not very important." These findings give still further evidence that relatively few people in this country think of themselves, or function, totally outside the sphere of religion.

Again, we note in 1980 a levelling out in the proportion saying "very important" after a steady fall-off in this proportion between 1952 and 1978.

5. *Confidence in organized religion:* The church or organized religion continues to win the highest vote of confidence given any of ten key organizations in U.S. society. At the same time, however, confidence in most of the institutions tested has not increased since Watergate days.

6. *Perceptions of the influence of religion on society:* The perceptions of survey respondents provide a valuable dimension, not only because they condition one's attitudes and behavior, but because they can be confirming when they reveal a close relationship with other trends in religious life.

The latest audit shows 46% holding the belief that religion is "losing" its influence on society, and an equal proportion (46%) saying "increasing" or "staying the same." Once again we note little change in these findings in recent years.

7. *The saliency of religion in today's society:* A majority of 65% think religion is able to answer all or most of today's problems, a remarkable finding perhaps in view of the wide range and complexity of problems facing our society today.

It is of interest to note that those who hold this view are considerably more inclined to say they are happy than are those who feel religion is largely old-fashioned and out-of-date.

The 15-year decline in those who feel religion can provide answers to contemporary problems levelled out in 1981.

RELIGION AND POLITICS

Section III in this year's index deals with religion and politics. Much attention has focused on the religious beliefs of our political leaders and certainly one of the most interesting and unusual aspects of last year's cam-

paign was the fact that the three leading candidates each considered himself a "born-again Christian."

Voters place a high premium on a President's being religious or "a believer." A majority of 53% of Americans say they would *not* vote for an atheist for President.

Americans also like their Presidents to be churchgoers and for the most part welcome open expressions of piety. President Carter's Southern Baptist faith was definitely a political plus for him during the period he was in office. Although Americans tended to be negative in their assessment of President Carter on a number of key traits, particularly in the closing months of his tenure, they consistently regarded Carter as "a man of high moral principles," and as "a religious man."

We estimate that there are about 32 million adult evangelicals, (about one-fifth of the adult population).

While their numbers have grown, their *proportion* of the population as a whole has shown relatively little change over the last four years. Yet there is no question that the voice of evangelicals is being heard in many new ways. In the past, evangelicals, and the "Christian Right," have tended to remain out of the political fray. Now they are making their voices heard and their votes count. Details are found in Section III.

IMPACT OF RELIGIOUS TV

Although it is generally assumed that religious TV programs tend to draw people away from involvement in local places of worship, such programs, taken as a whole, may in fact be contributing to the stability in church attendance and church membership trends we are currently noting. A recent Gallup survey indicates that religious programs are more likely to draw people to church or synagogue rather than keep them away.

But in so saying it is important to bear in mind that the term religious TV programs covers a *wide range* of programs in addition to those programs that feature an evangelical preacher.

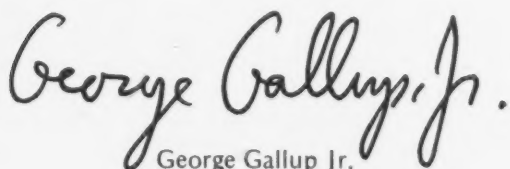
A great deal more research is needed to determine the impact religious programs are having on religious commitment and involvement, but one thing is certain: television will increasingly shape the religious lives of Americans in the years ahead. It is estimated that the average American spends six hours in a given day looking at television. And with the advent of cable TV, the door is open to religious programs of a wide variety, including programs involving discussions of religious values and beliefs, dramatizations of the lives of holy men and women, programs on how to improve one's prayer life, and the like. The potential for enriching the spiritual life of Americans is enormous, particularly if religious programs are created which will *supplement* rather than *replace* the local church or synagogue.

## CHURCHES AND SYNAGOGUES AT A CRITICAL JUNCTURE

The churches and synagogues of America are at a critical juncture. The opportunities for them to reach people at all levels of society, because of technology, manpower and money, are tremendous. Yet all of this will be to no avail if a policy of drift is followed.

A sharp focus is necessary. And in this respect, surveys indicate that religious leaders should give special attention to efforts in the following five areas: (1) religious education; (2) counseling; (3) evangelism; (4) vocations — encouraging people to recover a sense of our being God's agents; and (5) stewardship — constantly reminding people that God is the Creator of everything and that we are merely the stewards or managers of our lives and the things we possess.

Secular forces today threaten the churches and synagogues of America, perhaps as never before. But the decline of religion in America, many feel, will not come through overpowering societal forces outside ourselves — religiously committed persons have stood many more severe tests than we face today — but from indifference, religious ignorance, and spiritual immaturity.



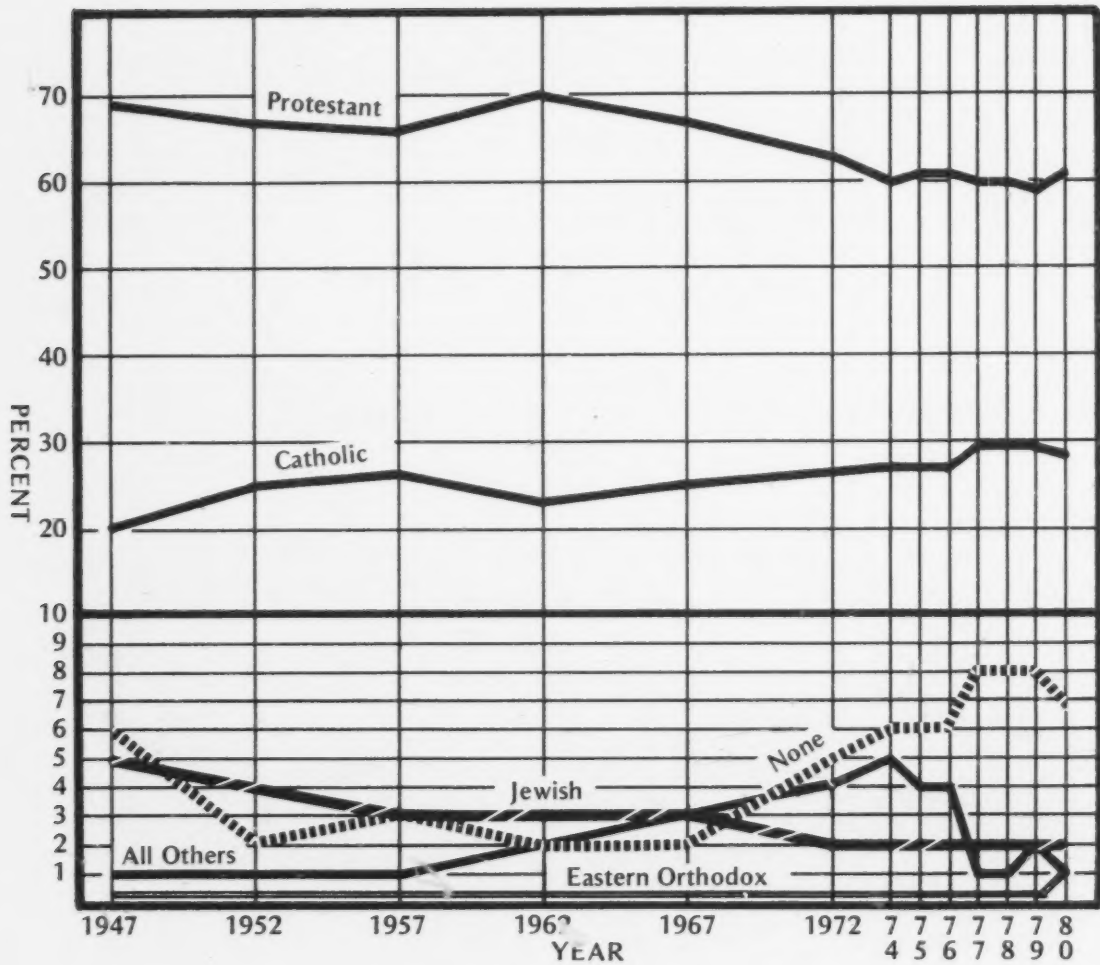
George Gallup Jr.  
President of the Gallup Poll  
and Executive Director of the  
Princeton Religion Research Center

NOTE: For further information regarding this report, write  
PRINCETON RELIGION RESEARCH CENTER, 53 Bank Street,  
Box 310, Princeton, NJ 08540.

## **II. STATE OF CHURCH**

### **A. Religious Preferences\Profiles**

# RELIGIOUS PREFERENCE — Major Faiths —



This section reports the latest figures on the religious preferences of the American people and the national trend going back to 1947.

The 1980 results are based on in-person interviews with 10,982 adults, 18 and older, interviewed in national surveys during 1980. The results *in detail* on the following pages are based on 1979 results because the sample is even larger, 41,521 in-person interviews.

The question asked in each survey: "What is your religious preference — Protestant, Roman Catholic, Jewish, or an Orthodox church such as the Greek or Russian Orthodox Church?" IF PROTESTANT: "What specific denomination?" (Survey respondents are handed a card listing the 16 largest Protestant denominations.)

In assessing these findings, it is important to bear in mind that religious *preference* is not necessarily the same as the less general category of religious *affiliation*.

In 1980, a total of 93% of adults indicated a religious preference, with 61% saying their preference was Protestant, 28% Catholic, 2% Jewish, one percent Eastern Orthodox, and one percent other religious preferences. A total of 7% in the 1980 surveys said they have no religious preference.

An examination of trends in religious preference over the last three decades shows the proportion of Catholics in the U.S. adult population to have increased by nearly one-half since 1947.

In 1947, one adult in five (20 percent) stated his or her religious preference as Catholic. In 1979, the figure was 29 percent. The 1980 figure is 28%, statistically the same.

Various factors contributing to the dramatic growth in the proportion of Catholics in the U.S. populace could include a relatively higher birth rate and the influx of Hispanics.

Over the same period of time, the proportion of Protestants in the adult population has declined from 69 percent in 1947 to 59 percent in 1979. The 1980 figure is virtually the same, 61%. A decline in the proportion of those giving their religious preference as Jewish has also been recorded — from five percent in 1947 to two percent in 1972 and in subsequent surveys.

The appeal of religious faiths *other* than the four major communities (Protestantism, Catholicism, Judaism, and Orthodoxy) appears to have been greatest in the early and mid-seventies. This group includes Buddhists, Hindus, Moslems and numerous other faiths.

Particular attention should be given to the "none" category. While the overwhelming majority of American

adults continue to state a religious preference, the proportion who say they have "no preference" quadrupled between 1967 when the proportion was two percent and 1979 when the comparable figure was eight percent. The 1980 figure is 7%.

NO PREFERENCE, BY AGE

Most likely to indicate "no preference" are persons in their 20s, as seen in the following table:

|              |     |
|--------------|-----|
| 18 years-old | 11% |
| 19           | 11  |
| 20           | 12  |
| 21-24        | 14  |
| 25-29        | 13  |
| 30-34        | 11  |
| 35-39        | 8   |
| 40-44        | 6   |
| 45-49        | 6   |
| 50-59        | 4   |
| 60-69        | 4   |
| 70 and older | 3   |

PROTESTANT DENOMINATIONS

Religious preferences have also been charted for 5 major Protestant denominations or groups of churches: Baptist churches, Methodist churches, Lutheran churches, Presbyterian churches, and Episcopal churches.

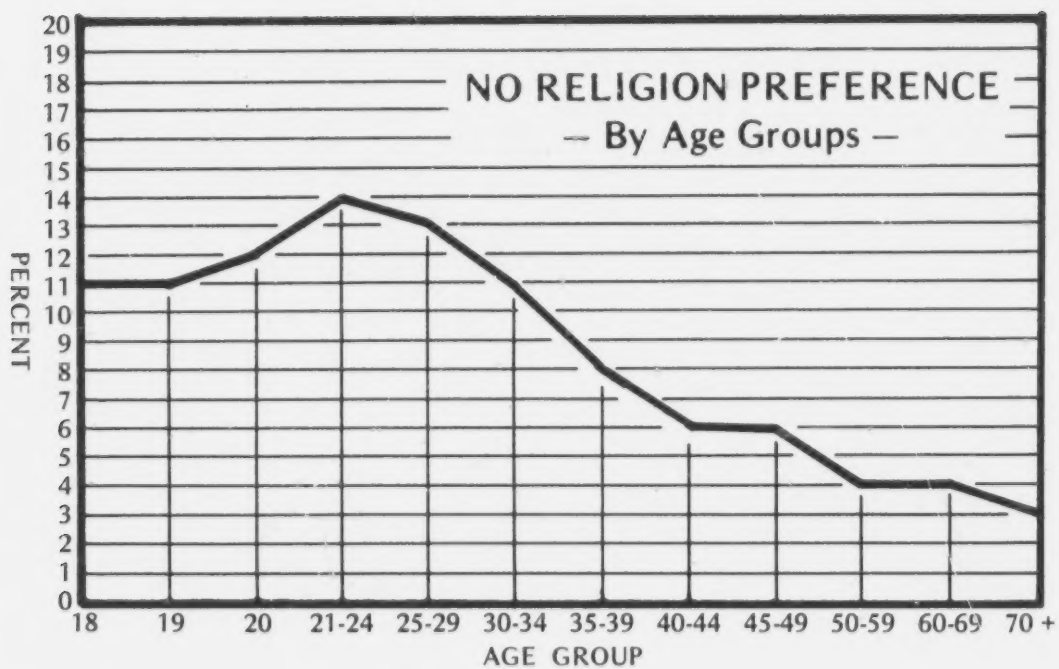
A downtrend had been recorded for most of these 5 groups of churches between 1967 and late 70s:

- Baptist churches: from 21% to 19%.
- Methodist churches: from 14% to 10%.
- Lutheran churches: from 7% to 6%.
- Episcopal churches: from 3% to 2%.
- Presbyterian churches: from 6% to 4%.

PROFILES OF MAJOR RELIGIONS

This section also includes a table showing the key background characteristics of the major faiths and Protestant denominations. These characteristics include level of formal education, age, sex, region and other important background information.

The data on these profiles are also based on 1979 surveys because of the massive size of the sample.



# RELIGIOUS PREFERENCES IN THE UNITED STATES

(Based on national sample: 1979 surveys)

|                         | Protestants | Catholics | Jews | No religious preference |
|-------------------------|-------------|-----------|------|-------------------------|
| NATIONAL .....          | 59%         | 29%       | 2%   | 8%                      |
| SEX                     |             |           |      |                         |
| Male .....              | 56          | 29        | 2    | 10                      |
| Female .....            | 63          | 29        | 2    | 5                       |
| RACE                    |             |           |      |                         |
| White .....             | 56          | 32        | 2    | 8                       |
| Non-White .....         | 79          | 10        | *    | 9                       |
| EDUCATION               |             |           |      |                         |
| College .....           | 55          | 27        | 4    | 11                      |
| High School .....       | 60          | 31        | 1    | 7                       |
| Grade School .....      | 65          | 28        | 1    | 4                       |
| 4 REGIONS               |             |           |      |                         |
| East .....              | 42          | 44        | 5    | 7                       |
| Midwest .....           | 63          | 29        | *    | 7                       |
| South .....             | 77          | 16        | 1    | 5                       |
| Deep South .....        | 83          | 12        | *    | 4                       |
| Rest of South .....     | 73          | 18        | 2    | 6                       |
| West .....              | 54          | 27        | 2    | 14                      |
| 8 REGIONS               |             |           |      |                         |
| New England .....       | 31          | 54        | 3    | 10                      |
| Middle Atlantic .....   | 45          | 41        | 5    | 6                       |
| East Central .....      | 62          | 28        | *    | 8                       |
| West Central .....      | 64          | 30        | *    | 5                       |
| Southeast .....         | 80          | 11        | 2    | 6                       |
| Southwest .....         | 64          | 31        | *    | 5                       |
| Rocky Mountain .....    | 59          | 25        | 1    | 13                      |
| Pacific .....           | 53          | 27        | 3    | 14                      |
| INCOME                  |             |           |      |                         |
| \$20,000 and over ..... | 56          | 30        | 3    | 8                       |
| 12,000 - 19,999 .....   | 59          | 31        | 2    | 7                       |
| 10,000 - 11,999 .....   | 60          | 27        | 2    | 9                       |
| 6,000 - 9,999 .....     | 61          | 28        | 2    | 8                       |
| 4,000 - 5,999 .....     | 61          | 27        | 2    | 8                       |
| Under 4,000 .....       | 65          | 24        | 2    | 8                       |
| AGE                     |             |           |      |                         |
| 18 years .....          | 47          | 40        | 1    | 11                      |
| 19 years .....          | 46          | 37        | 3    | 11                      |
| 20 years .....          | 51          | 34        | 1    | 12                      |

\* Less than one percent.

# RELIGIOUS PREFERENCES IN THE UNITED STATES (continued)

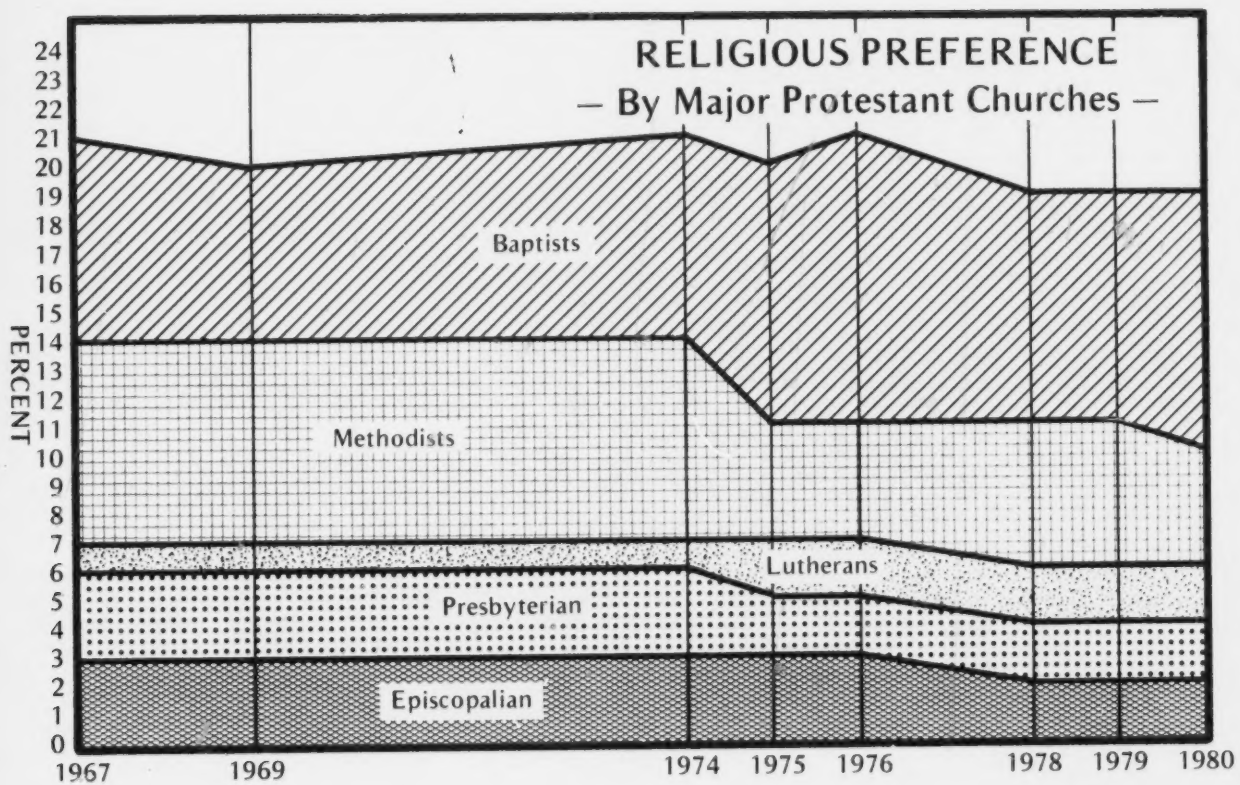
|                          | Protestants | Catholics | Jews | No religious preference |
|--------------------------|-------------|-----------|------|-------------------------|
| 21-24 years .....        | 51          | 31        | 2    | 14                      |
| 25-29 years .....        | 53          | 30        | 2    | 13                      |
| 30-34 years .....        | 55          | 30        | 2    | 11                      |
| 35-39 years .....        | 58          | 30        | 2    | 8                       |
| 40-44 years .....        | 60          | 30        | 2    | 6                       |
| 45-49 years .....        | 62          | 28        | 2    | 6                       |
| 50-59 years .....        | 64          | 28        | 2    | 4                       |
| 60-69 years .....        | 66          | 27        | 2    | 4                       |
| 70 years and older ..... | 71          | 21        | 3    | 3                       |
| POLITICS                 |             |           |      |                         |
| Republican .....         | 73          | 21        | 1    | 4                       |
| Democrat .....           | 57          | 33        | 3    | 6                       |
| Independent .....        | 55          | 28        | 2    | 12                      |
| RACE/REGION              |             |           |      |                         |
| Northern White .....     | 51          | 36        | 3    | 8                       |
| Southern White .....     | 72          | 19        | 2    | 6                       |
| Northern Black .....     | 76          | 12        | *    | 11                      |
| Southern Black .....     | 92          | 4         | *    | 3                       |
| MARITAL STATUS           |             |           |      |                         |
| Married .....            | 62          | 29        | 2    | 6                       |
| Single .....             | 46          | 33        | 3    | 5                       |
| Widowed .....            | 68          | 26        | 3    | 2                       |
| Separated .....          | 57          | 27        | 1    | 13                      |
| Divorced .....           | 60          | 24        | 2    | 11                      |
| CITY SIZE                |             |           |      |                         |
| 1,000,000 and over ..... | 38          | 44        | 6    | 10                      |
| 500,000 - 999,999 .....  | 51          | 34        | 2    | 10                      |
| 50,000 - 499,999 .....   | 59          | 29        | 2    | 8                       |
| 2,500 - 49,999 .....     | 69          | 22        | 1    | 7                       |
| Under 2,500, Rural ..... | 74          | 20        | *    | 5                       |
| Central City .....       | 50          | 35        | 2    | 10                      |
| Fringe .....             | 50          | 35        | 5    | 8                       |
| All other .....          | 72          | 21        | *    | 6                       |

\* Less than one percent.

NOTE: Percentages for the Eastern Orthodox Churches, and for the Church of Jesus Christ of Latter-Day Saints, as well as other churches, are not included in the above table because of too few cases to provide detailed breakdowns.

# PROTESTANT PREFERENCES (1979 data)

|                          | Baptists | Meth-<br>odists | Luther-<br>ans | Presby-<br>terians | Episco-<br>pals |
|--------------------------|----------|-----------------|----------------|--------------------|-----------------|
| NATIONAL .....           | 19%      | 10%             | 6%             | 4%                 | 2%              |
| SEX                      |          |                 |                |                    |                 |
| Male .....               | 18       | 10              | 6              | 4                  | 2               |
| Female .....             | 20       | 11              | 7              | 4                  | 2               |
| RACE                     |          |                 |                |                    |                 |
| White .....              | 15       | 10              | 7              | 5                  | 2               |
| Non-white .....          | 53       | 11              | *              | 1                  | 1               |
| EDUCATION                |          |                 |                |                    |                 |
| College .....            | 12       | 11              | 6              | 6                  | 4               |
| High School .....        | 21       | 10              | 7              | 4                  | 1               |
| Grade School .....       | 28       | 9               | 5              | 2                  | 1               |
| REGION                   |          |                 |                |                    |                 |
| East .....               | 10       | 8               | 4              | 4                  | 3               |
| Midwest .....            | 13       | 13              | 13             | 4                  | 1               |
| South .....              | 39       | 12              | 3              | 4                  | 2               |
| West .....               | 11       | 8               | 5              | 5                  | 2               |
| AGE                      |          |                 |                |                    |                 |
| 18 years .....           | 18       | 7               | 5              | 1                  | 2               |
| 19 years .....           | 19       | 6               | 4              | 3                  | 1               |
| 20 years .....           | 18       | 8               | 4              | 4                  | 1               |
| 21-24 years .....        | 18       | 7               | 5              | 3                  | 1               |
| 25-29 years .....        | 17       | 8               | 5              | 3                  | 2               |
| 30-34 years .....        | 18       | 9               | 6              | 4                  | 1               |
| 35-39 years .....        | 20       | 9               | 7              | 3                  | 2               |
| 40-44 years .....        | 20       | 9               | 7              | 4                  | 2               |
| 45-49 years .....        | 20       | 11              | 7              | 5                  | 2               |
| 50-59 years .....        | 20       | 12              | 7              | 5                  | 3               |
| 60-69 years .....        | 19       | 14              | 7              | 5                  | 3               |
| 70 years and older ..... | 20       | 16              | 7              | 6                  | 2               |
| INCOME                   |          |                 |                |                    |                 |
| \$20,000 and over .....  | 13       | 11              | 8              | 6                  | 3               |
| 12,000 - 19,999 .....    | 18       | 10              | 7              | 4                  | 2               |
| 10,000 - 11,999 .....    | 22       | 10              | 5              | 4                  | 2               |
| 6,000 - 9,999 .....      | 22       | 11              | 5              | 3                  | 1               |
| 4,000 - 5,999 .....      | 26       | 10              | 5              | 2                  | 1               |
| Under 4,000 .....        | 30       | 10              | 4              | 2                  | 1               |
| POLITICS                 |          |                 |                |                    |                 |
| Republican .....         | 15       | 14              | 10             | 8                  | 4               |
| Democrat .....           | 24       | 10              | 5              | 3                  | 1               |
| Independent .....        | 15       | 9               | 7              | 4                  | 2               |
| CITY SIZE                |          |                 |                |                    |                 |
| 1,000,000 and over ..... | 13       | 5               | 4              | 3                  | 2               |
| 500,000 - 999,999 .....  | 14       | 8               | 7              | 4                  | 4               |
| 50,000 - 499,999 .....   | 20       | 10              | 6              | 4                  | 2               |
| 2,500 - 49,999 .....     | 24       | 12              | 7              | 5                  | 2               |
| Under 2,500, Rural ..... | 22       | 16              | 7              | 4                  | 2               |
| MARITAL STATUS           |          |                 |                |                    |                 |
| Married .....            | 19       | 11              | 7              | 5                  | 2               |
| Single .....             | 16       | 7               | 5              | 3                  | 2               |
| Widowed .....            | 24       | 13              | 6              | 5                  | 2               |
| Separated .....          | 26       | 8               | 3              | 2                  | 1               |
| Divorced .....           | 21       | 10              | 5              | 4                  | 2               |



**PREFERENCES OF PROTESTANT CHURCHES IN DETAIL**  
(As a percent of total U.S. population)

|                          | Total<br>Baptist | Southern<br>Baptist | American<br>Baptist<br>Church | Total<br>Methodist | United<br>Methodist<br>Church |
|--------------------------|------------------|---------------------|-------------------------------|--------------------|-------------------------------|
| NATIONAL .....           | 19%              | 8%                  | 2%                            | 10%                | 7%                            |
| SEX                      |                  |                     |                               |                    |                               |
| Male .....               | 18               | 8                   | 2                             | 10                 | 7                             |
| Female .....             | 20               | 8                   | 2                             | 11                 | 7                             |
| RACE                     |                  |                     |                               |                    |                               |
| White .....              | 15               | 7                   | 1                             | 10                 | 8                             |
| Non-White .....          | 53               | 14                  | 5                             | 11                 | 3                             |
| EDUCATION                |                  |                     |                               |                    |                               |
| College .....            | 12               | 6                   | 1                             | 11                 | 9                             |
| High School .....        | 21               | 8                   | 2                             | 10                 | 7                             |
| Grade School .....       | 28               | 11                  | 2                             | 9                  | 5                             |
| REGION                   |                  |                     |                               |                    |                               |
| East .....               | 10               | 1                   | 2                             | 8                  | 5                             |
| Midwest .....            | 13               | 3                   | 2                             | 13                 | 10                            |
| South .....              | 39               | 23                  | 2                             | 12                 | 8                             |
| West .....               | 11               | 3                   | 1                             | 8                  | 4                             |
| AGE                      |                  |                     |                               |                    |                               |
| 18 years .....           | 18               | 7                   | 3                             | 7                  | 4                             |
| 19 years .....           | 19               | 5                   | 2                             | 6                  | 4                             |
| 20 years .....           | 18               | 6                   | 2                             | 8                  | 6                             |
| 21-24 years .....        | 18               | 7                   | 2                             | 8                  | 6                             |
| 25-29 years .....        | 17               | 7                   | 2                             | 8                  | 6                             |
| 30-34 years .....        | 18               | 7                   | 2                             | 9                  | 6                             |
| 35-39 years .....        | 20               | 8                   | 1                             | 9                  | 7                             |
| 40-44 years .....        | 20               | 9                   | 2                             | 9                  | 6                             |
| 45-49 years .....        | 20               | 10                  | 1                             | 11                 | 7                             |
| 50-59 years .....        | 20               | 9                   | 2                             | 12                 | 8                             |
| 60-69 years .....        | 19               | 8                   | 2                             | 14                 | 10                            |
| 70 years and older ..... | 20               | 9                   | 2                             | 16                 | 11                            |
| INCOME                   |                  |                     |                               |                    |                               |
| \$20,000 and over .....  | 13               | 6                   | 1                             | 11                 | 8                             |
| 12,000 - 19,999 .....    | 18               | 8                   | 2                             | 10                 | 7                             |
| 10,000 - 11,999 .....    | 22               | 8                   | 2                             | 10                 | 7                             |
| 6,000 - 9,999 .....      | 22               | 9                   | 2                             | 11                 | 7                             |
| 4,000 - 5,999 .....      | 26               | 11                  | 3                             | 10                 | 5                             |
| Under 4,000 .....        | 30               | 12                  | 2                             | 10                 | 5                             |
| POLITICS                 |                  |                     |                               |                    |                               |
| Republican .....         | 15               | 6                   | 2                             | 14                 | 11                            |
| Democrat .....           | 24               | 10                  | 2                             | 10                 | 6                             |
| Independent .....        | 15               | 7                   | 1                             | 9                  | 7                             |
| CITY SIZE                |                  |                     |                               |                    |                               |
| 1,000,000 and over ..... | 13               | 2                   | 2                             | 5                  | 2                             |
| 500,000 - 999,999 .....  | 14               | 4                   | 2                             | 8                  | 5                             |
| 50,000 - 499,999 .....   | 20               | 9                   | 2                             | 10                 | 6                             |
| 2,500 - 49,999 .....     | 24               | 13                  | 2                             | 12                 | 9                             |
| Under 2,500, Rural ..... | 22               | 11                  | 2                             | 16                 | 12                            |
| MARITAL STATUS           |                  |                     |                               |                    |                               |
| Married .....            | 19               | 8                   | 2                             | 11                 | 8                             |
| Single .....             | 16               | 5                   | 2                             | 7                  | 5                             |
| Widowed .....            | 24               | 11                  | 2                             | 13                 | 8                             |
| Separated .....          | 26               | 6                   | 2                             | 8                  | 3                             |
| Divorced .....           | 21               | 8                   | 1                             | 10                 | 6                             |

PREFERENCES OF PROTESTANT CHURCHES IN DETAIL (continued)

|                          | Total<br>Lutheran | American<br>Lutheran<br>Church | Missouri<br>Synod<br>Lutheran | United<br>Church of<br>Christ | Christian<br>Church |
|--------------------------|-------------------|--------------------------------|-------------------------------|-------------------------------|---------------------|
| NATIONAL .....           | 6%                | 2%                             | 2%                            | 2%                            | 2%                  |
| SEX                      |                   |                                |                               |                               |                     |
| Male .....               | 6                 | 2                              | 2                             | 2                             | 1                   |
| Female .....             | 7                 | 2                              | 2                             | 3                             | 2                   |
| RACE                     |                   |                                |                               |                               |                     |
| White .....              | 7                 | 2                              | 2                             | 3                             | 2                   |
| Non-White .....          | *                 | *                              | *                             | 1                             | 1                   |
| EDUCATION                |                   |                                |                               |                               |                     |
| College .....            | 6                 | 2                              | 2                             | 3                             | 1                   |
| High School .....        | 7                 | 2                              | 2                             | 2                             | 2                   |
| Grade School .....       | 5                 | 2                              | 1                             | 2                             | 2                   |
| REGION                   |                   |                                |                               |                               |                     |
| East .....               | 4                 | 1                              | 1                             | 3                             | 1                   |
| Midwest .....            | 13                | 5                              | 4                             | 3                             | 2                   |
| South .....              | 3                 | 1                              | 1                             | 2                             | 2                   |
| West .....               | 5                 | 2                              | 1                             | 2                             | 2                   |
| AGE                      |                   |                                |                               |                               |                     |
| 18 years .....           | 5                 | 1                              | 2                             | 1                             | 1                   |
| 19 years .....           | 4                 | 1                              | 1                             | 1                             | 1                   |
| 20 years .....           | 4                 | 2                              | 1                             | 1                             | 2                   |
| 21-24 years .....        | 5                 | 2                              | 1                             | 2                             | 1                   |
| 25-29 years .....        | 5                 | 1                              | 2                             | 2                             | 1                   |
| 30-34 years .....        | 6                 | 2                              | 2                             | 2                             | 1                   |
| 35-39 years .....        | 7                 | 2                              | 2                             | 2                             | 1                   |
| 40-44 years .....        | 7                 | 2                              | 2                             | 3                             | 1                   |
| 45-49 years .....        | 7                 | 2                              | 2                             | 3                             | 1                   |
| 50-59 years .....        | 7                 | 2                              | 2                             | 3                             | 2                   |
| 60-69 years .....        | 7                 | 2                              | 2                             | 3                             | 2                   |
| 70 years and older ..... | 7                 | 2                              | 1                             | 4                             | 3                   |
| INCOME                   |                   |                                |                               |                               |                     |
| \$20,000 and over .....  | 8                 | 2                              | 2                             | 3                             | 1                   |
| 12,000 - 19,999 .....    | 7                 | 2                              | 2                             | 2                             | 2                   |
| 10,000 - 11,999 .....    | 5                 | 2                              | 1                             | 2                             | 1                   |
| 6,000 - 9,999 .....      | 5                 | 2                              | 1                             | 3                             | 2                   |
| 4,000 - 5,999 .....      | 5                 | 1                              | 1                             | 3                             | 2                   |
| Under 4,000 .....        | 4                 | 1                              | 1                             | 2                             | 1                   |
| POLITICS                 |                   |                                |                               |                               |                     |
| Republican .....         | 10                | 3                              | 3                             | 4                             | 2                   |
| Democrat .....           | 5                 | 1                              | 1                             | 2                             | 1                   |
| Independent .....        | 7                 | 2                              | 2                             | 2                             | 1                   |
| CITY SIZE                |                   |                                |                               |                               |                     |
| 1,000,000 and over ..... | 4                 | 1                              | 1                             | 1                             | 1                   |
| 500,000 - 999,999 .....  | 7                 | 1                              | 2                             | 2                             | 1                   |
| 50,000 - 499,999 .....   | 6                 | 2                              | 2                             | 2                             | 1                   |
| 2,500 - 49,999 .....     | 7                 | 2                              | 1                             | 3                             | 2                   |
| Under 2,500, Rural ..... | 7                 | 3                              | 2                             | 4                             | 2                   |
| MARITAL STATUS           |                   |                                |                               |                               |                     |
| Married .....            | 7                 | 2                              | 2                             | 3                             | 2                   |
| Single .....             | 5                 | 1                              | 1                             | 1                             | 1                   |
| Widowed .....            | 6                 | 2                              | 1                             | 3                             | 2                   |
| Separated .....          | 3                 | 1                              | 1                             | 1                             | *                   |
| Divorced .....           | 5                 | 1                              | 1                             | 3                             | 2                   |

\* Less than one percent.

### TREND IN RELIGIOUS PREFERENCE

| Year | Total Stating<br>Preference | Protestant | Catholic | Jewish | Eastern<br>Orthodox | All<br>others | None |
|------|-----------------------------|------------|----------|--------|---------------------|---------------|------|
|------|-----------------------------|------------|----------|--------|---------------------|---------------|------|

-- By 5-year periods --

|             |    |    |   |   |   |   |
|-------------|----|----|---|---|---|---|
| 1947 ... 94 | 69 | 20 | 5 | * | 1 | 6 |
| 1952 ... 98 | 67 | 25 | 4 | * | 1 | 2 |
| 1957 ... 97 | 66 | 26 | 3 | * | 1 | 3 |
| 1962 ... 98 | 70 | 23 | 3 | * | 2 | 2 |
| 1967 ... 98 | 67 | 25 | 3 | * | 3 | 2 |
| 1972 ... 95 | 63 | 26 | 2 | * | 4 | 5 |

-- Yearly since 1974 --

|             |    |    |   |   |   |   |
|-------------|----|----|---|---|---|---|
| 1974 ... 94 | 60 | 27 | 2 | * | 5 | 6 |
| 1975 ... 94 | 61 | 27 | 2 | * | 4 | 6 |
| 1976 ... 94 | 61 | 27 | 2 | * | 4 | 6 |
| 1977-78 92  | 60 | 29 | 2 | * | 1 | 8 |
| 1979 ... 92 | 59 | 29 | 2 | * | 2 | 8 |
| 1980 ... 93 | 61 | 28 | 2 | 1 | 1 | 7 |

\* less than one percent

Religious preferences for all years except 1957 are based on a combined sample of at least four Gallup polls conducted during the year indicated. The 1957 percentages are from a United States Bureau for the Census Current Population Survey (U.S. Bureau of the Census, Current Population Reports, Series P20, No. 79, February 2, 1958). Many of the above percentages were reported in RELIGION IN AMERICA, 1959 to the Present, by Jackson W. Carroll, Douglas W. Johnson, and Marty E. Marty, published by Harper and Row, N.Y.C., 1979. Percentages do not always total 100 percent because of rounding.

### RELIGIOUS PREFERENCES OF 5 MAJOR PROTESTANT CHURCHES

|            | Baptists | Methodists | Lutherans | Presbyterians | Episcopalians |
|------------|----------|------------|-----------|---------------|---------------|
| 1967 ..... | 21%      | 14%        | 7%        | 6%            | 3%            |
| 1969 ..... | 20       | 14         | 7         | 6             | 3             |
| 1974 ..... | 21       | 14         | 7         | 6             | 3             |
| 1975 ..... | 20       | 11         | 7         | 5             | 3             |
| 1976 ..... | 21       | 11         | 7         | 5             | 3             |
| 1978 ..... | 19       | 11         | 6         | 4             | 2             |
| 1979 ..... | 19       | 11         | 6         | 4             | 2             |
| 1980 ..... | 19       | 10         | 6         | 4             | 2             |

**PROTESTANT AND OTHER CHURCH PREFERENCES IN DETAIL**  
(Based on 41,521 cases in 1979)

|                                                                                   |            |
|-----------------------------------------------------------------------------------|------------|
| BAPTIST CHURCHES                                                                  | 19%        |
| Southern Baptist Convention                                                       | 8%         |
| American Baptist Churches                                                         | 2          |
| The National Baptist Convention of America                                        | 1          |
| The National Baptist Convention of U.S.A., Inc.                                   | *          |
| Other Baptist                                                                     | 3          |
| Baptist, don't know which denomination                                            | 5          |
| METHODIST CHURCHES                                                                | 11%        |
| United Methodist Church                                                           | 7%         |
| A.M.E. Zion Church                                                                | *          |
| A.M.E. Church                                                                     | 1          |
| Other Methodist                                                                   | 1          |
| Methodist, don't know which denomination                                          | 2          |
| LUTHERAN CHURCHES                                                                 | 6%         |
| American Lutheran Church                                                          | 2%         |
| Lutheran Church in America                                                        | 1          |
| Missouri Synod Lutheran                                                           | 2          |
| Other Lutheran                                                                    | *          |
| Lutheran, don't know which denomination                                           | 1          |
| PRESBYTERIAN CHURCHES                                                             | 4%         |
| Presbyterian Church in the U.S.                                                   | 1%         |
| United Presbyterian Church in the U.S.A.                                          | 1          |
| Other Presbyterian                                                                | 1          |
| Presbyterian, don't know which denomination                                       | 1          |
| EPISCOPAL CHURCHES                                                                | 2%         |
| UNITED CHURCH OF CHRIST,<br>(or CONGREGATIONALIST<br>or EVANGELICAL AND REFORMED) | 2%         |
| CHRISTIAN CHURCH<br>(DISCIPLES OF CHRIST)                                         | 2          |
| CHURCH OF JESUS CHRIST<br>OF LATTER-DAY SAINTS                                    | 1          |
| Other Protestant                                                                  | 7          |
| Protestant unspecified                                                            | 4          |
| Other religion                                                                    | 1          |
| <b>TOTAL PROTESTANT:</b>                                                          | <b>59%</b> |

\* Too few cases in sample to provide projectible data.

NOTE: In reading the tables, it should be remembered that the respondents themselves designated their denominations. Therefore, Southern Baptists may be confused with Baptists who live in the South but do not belong to the Southern Baptist Convention. Presbyterians, likewise, may confuse the Presbyterian Church in the U.S. with the larger United Presbyterian Church in the U.S.A. And it is probable that some in the South and West who belong to the Church of Christ identified themselves with the *United Church of Christ*.

# PROFILES OF MAJOR RELIGIOUS FAITHS IN THE UNITED STATES (1979)

|                          | Population<br>Distribution | Protes-<br>tants | Roman<br>Catholics | Jews | Eastern<br>Orthodox | No religious<br>preference |
|--------------------------|----------------------------|------------------|--------------------|------|---------------------|----------------------------|
| NATIONAL .....           | 100%                       | 100%             | 100%               | 100% | 100%                | 100%                       |
| SEX                      |                            |                  |                    |      |                     |                            |
| Male .....               | 48                         | 45               | 47                 | 49   | 54                  | 64                         |
| Female .....             | 52                         | 55               | 53                 | 51   | 46                  | 36                         |
| RACE                     |                            |                  |                    |      |                     |                            |
| White .....              | 88                         | 84               | 96                 | 99   | 99                  | 87                         |
| Non-White .....          | 12                         | 16               | 4                  | 1    | 1                   | 13                         |
| EDUCATION                |                            |                  |                    |      |                     |                            |
| College .....            | 30                         | 28               | 27                 | 56   | 37                  | 40                         |
| High School .....        | 55                         | 55               | 58                 | 35   | 44                  | 51                         |
| Grade School .....       | 15                         | 17               | 15                 | 9    | 19                  | 9                          |
| REGION                   |                            |                  |                    |      |                     |                            |
| East .....               | 27                         | 19               | 41                 | 60   | 44                  | 24                         |
| Midwest .....            | 27                         | 29               | 27                 | 6    | 32                  | 23                         |
| South .....              | 28                         | 36               | 16                 | 16   | 7                   | 20                         |
| West .....               | 18                         | 16               | 16                 | 18   | 17                  | 33                         |
| AGE                      |                            |                  |                    |      |                     |                            |
| 18 years .....           | 3                          | 2                | 4                  | 1    | 2                   | 3                          |
| 19 years .....           | 2                          | 2                | 3                  | 2    | 2                   | 3                          |
| 20 years .....           | 3                          | 2                | 3                  | 2    | 2                   | 4                          |
| 21-24 years .....        | 10                         | 9                | 11                 | 8    | 10                  | 19                         |
| 25-29 years .....        | 11                         | 10               | 11                 | 10   | 7                   | 18                         |
| 30-34 years .....        | 10                         | 9                | 10                 | 9    | 9                   | 14                         |
| 35-39 years .....        | 9                          | 8                | 9                  | 8    | 8                   | 9                          |
| 40-44 years .....        | 7                          | 7                | 8                  | 8    | 9                   | 6                          |
| 45-49 years .....        | 8                          | 8                | 8                  | 9    | 11                  | 6                          |
| 50-59 years .....        | 15                         | 17               | 15                 | 15   | 17                  | 8                          |
| 60-69 years .....        | 12                         | 14               | 11                 | 14   | 12                  | 6                          |
| 70 years and older ..... | 10                         | 12               | 7                  | 14   | 11                  | 4                          |
| INCOME                   |                            |                  |                    |      |                     |                            |
| \$20,000 and over .....  | 32                         | 31               | 34                 | 49   | 37                  | 31                         |
| 12,000 - 19,999 .....    | 28                         | 28               | 30                 | 19   | 24                  | 27                         |
| 10,000 - 11,999 .....    | 8                          | 9                | 8                  | 6    | 9                   | 9                          |
| 6,000 - 9,999 .....      | 14                         | 14               | 13                 | 10   | 13                  | 14                         |
| 4,000 - 5,999 .....      | 8                          | 8                | 7                  | 7    | 6                   | 8                          |
| Under 4,000 .....        | 8                          | 9                | 7                  | 7    | 8                   | 8                          |
| POLITICS                 |                            |                  |                    |      |                     |                            |
| Republican .....         | 21                         | 26               | 15                 | 9    | 12                  | 11                         |
| Democrat .....           | 44                         | 42               | 49                 | 58   | 43                  | 33                         |
| Independent .....        | 32                         | 30               | 31                 | 29   | 42                  | 50                         |
| CITY SIZE                |                            |                  |                    |      |                     |                            |
| 1,000,000 and over ..... | 20                         | 13               | 30                 | 57   | 34                  | 25                         |
| 500,000 - 999,999 .....  | 13                         | 11               | 15                 | 14   | 22                  | 17                         |
| 50,000 - 499,999 .....   | 26                         | 26               | 26                 | 20   | 26                  | 28                         |
| 2,500 - 49,999 .....     | 16                         | 18               | 12                 | 4    | 5                   | 14                         |
| Under 2,500, Rural ..... | 25                         | 32               | 17                 | 5    | 13                  | 16                         |
| MARITAL STATUS           |                            |                  |                    |      |                     |                            |
| Married .....            | 66                         | 69               | 65                 | 61   | 69                  | 50                         |
| Single .....             | 17                         | 14               | 21                 | 23   | 21                  | 37                         |
| Widowed .....            | 9                          | 10               | 8                  | 10   | 6                   | 3                          |
| Separated .....          | 2                          | 2                | 2                  | 1    | *                   | 3                          |
| Divorced .....           | 5                          | 5                | 4                  | 5    | 3                   | 7                          |

\* Less than one percent

Note: Figures sometimes do not add to 100% due to an "undesigned" category.

# PROFILES OF 5 MAJOR PROTESTANT GROUPS

|                          | Baptists | Method-ists | Luther-ans | Presby-terians | Episco-palians |
|--------------------------|----------|-------------|------------|----------------|----------------|
| NATIONAL .....           | 100%     | 100%        | 100%       | 100%           | 100%           |
| SEX                      |          |             |            |                |                |
| Male .....               | 45       | 46          | 46         | 46             | 45             |
| Female .....             | 55       | 54          | 54         | 54             | 55             |
| RACE                     |          |             |            |                |                |
| White .....              | 67       | 88          | 99         | 97             | 95             |
| Non-White .....          | 33       | 12          | 1          | 3              | 5              |
| EDUCATION                |          |             |            |                |                |
| College .....            | 18       | 32          | 30         | 44             | 58             |
| High School .....        | 60       | 54          | 58         | 47             | 38             |
| Grade School .....       | 22       | 14          | 12         | 9              | 4              |
| REGION                   |          |             |            |                |                |
| East .....               | 14       | 21          | 17         | 29             | 37             |
| Midwest .....            | 19       | 33          | 56         | 24             | 14             |
| South .....              | 57       | 33          | 11         | 26             | 28             |
| West .....               | 10       | 13          | 16         | 21             | 21             |
| AGE                      |          |             |            |                |                |
| 18 years .....           | 2        | 2           | 2          | 1              | 2              |
| 19 years .....           | 2        | 2           | 1          | 2              | 1              |
| 20 years .....           | 2        | 2           | 2          | 2              | 2              |
| 21-24 years .....        | 10       | 7           | 9          | 7              | 6              |
| 25-29 years .....        | 10       | 9           | 9          | 8              | 10             |
| 30-34 years .....        | 9        | 8           | 9          | 10             | 8              |
| 35-39 years .....        | 9        | 8           | 9          | 7              | 9              |
| 40-44 years .....        | 8        | 6           | 8          | 7              | 7              |
| 45-49 years .....        | 9        | 8           | 9          | 9              | 9              |
| 50-59 years .....        | 16       | 17          | 17         | 19             | 19             |
| 60-69 years .....        | 13       | 16          | 14         | 15             | 16             |
| 70 years and older ..... | 10       | 15          | 11         | 13             | 11             |
| INCOME                   |          |             |            |                |                |
| \$20,000 and over .....  | 22       | 33          | 39         | 44             | 51             |
| 12,000 - 19,999 .....    | 27       | 28          | 30         | 26             | 25             |
| 10,000 - 11,999 .....    | 10       | 8           | 7          | 8              | 7              |
| 6,000 - 9,999 .....      | 16       | 14          | 11         | 11             | 8              |
| 4,000 - 5,999 .....      | 11       | 7           | 6          | 4              | 4              |
| Under 4,000 .....        | 13       | 8           | 5          | 5              | 4              |
| POLITICS                 |          |             |            |                |                |
| Republican .....         | 17       | 28          | 33         | 40             | 37             |
| Democrat .....           | 55       | 42          | 31         | 31             | 31             |
| Independent .....        | 25       | 29          | 34         | 28             | 31             |
| CITY SIZE                |          |             |            |                |                |
| 1,000,000 and over ..... | 14       | 9           | 14         | 16             | 20             |
| 500,000 - 999,999 .....  | 10       | 10          | 14         | 14             | 22             |
| 50,000 - 499,999 .....   | 27       | 24          | 24         | 26             | 24             |
| 2,500 - 49,999 .....     | 19       | 18          | 18         | 19             | 16             |
| Under 2,500, Rural ..... | 30       | 39          | 30         | 25             | 18             |
| MARITAL STATUS           |          |             |            |                |                |
| Married .....            | 65       | 71          | 73         | 70             | 69             |
| Single .....             | 16       | 13          | 15         | 13             | 17             |
| Widowed .....            | 11       | 10          | 8          | 12             | 8              |
| Separated .....          | 3        | 1           | 1          | 1              | 1              |
| Divorced .....           | 5        | 5           | 3          | 4              | 5              |

# PROFILES OF PROTESTANT CHURCHES IN DETAIL

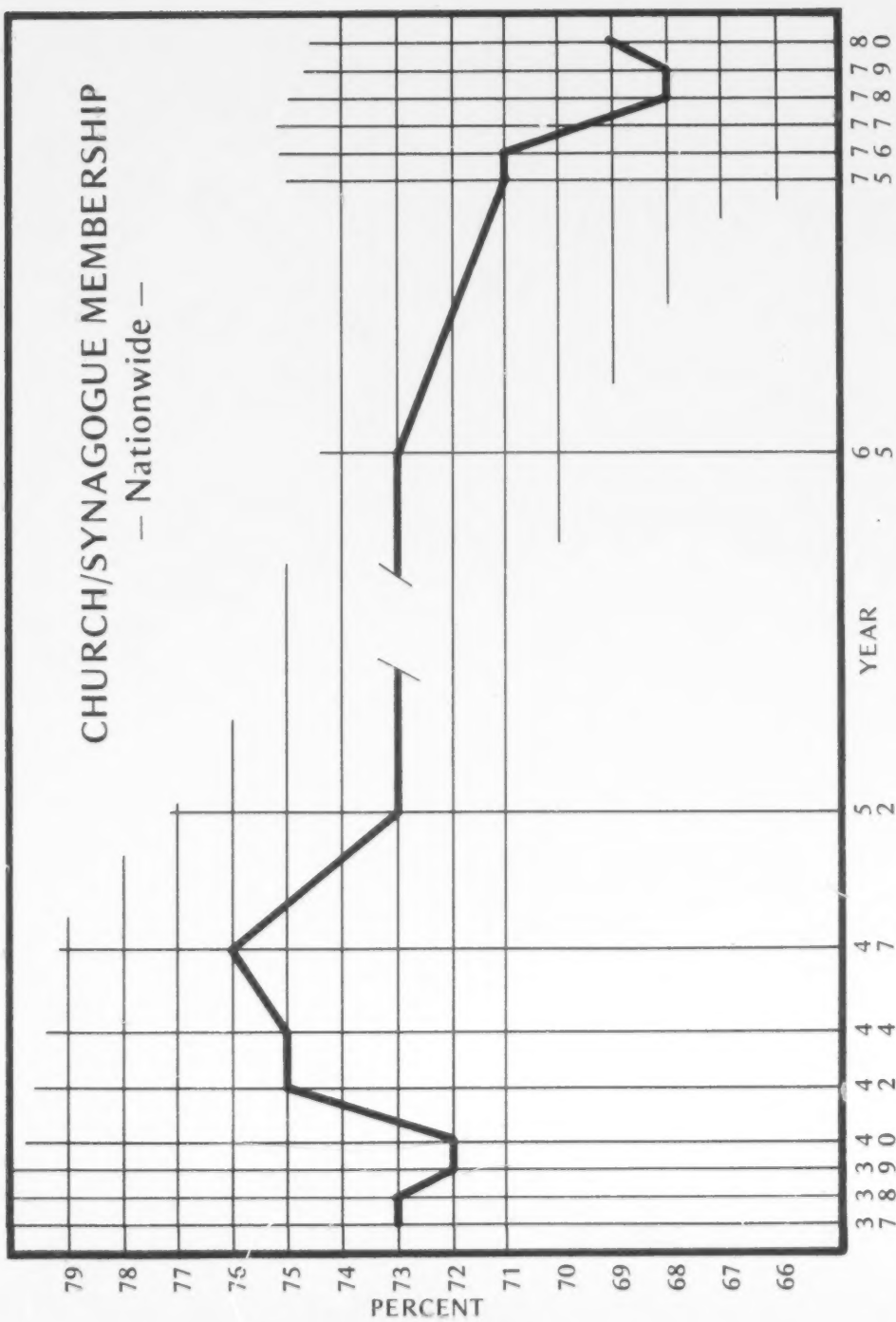
|                          | Total<br>Baptist | Southern<br>Baptist<br>Convention | American<br>Baptist<br>Churches | Total<br>Methodist | United<br>Methodist<br>Church |
|--------------------------|------------------|-----------------------------------|---------------------------------|--------------------|-------------------------------|
| NATIONAL .....           | 100%             | 100%                              | 100%                            | 100%               | 100%                          |
| SEX                      |                  |                                   |                                 |                    |                               |
| Male .....               | 45               | 45                                | 45                              | 46                 | 47                            |
| Female .....             | 55               | 55                                | 55                              | 54                 | 53                            |
| RACE                     |                  |                                   |                                 |                    |                               |
| White .....              | 67               | 80                                | 65                              | 88                 | 96                            |
| Non-White .....          | 33               | 20                                | 35                              | 12                 | 4                             |
| EDUCATION                |                  |                                   |                                 |                    |                               |
| College .....            | 18               | 20                                | 19                              | 32                 | 35                            |
| High School .....        | 60               | 58                                | 64                              | 54                 | 54                            |
| Grade School .....       | 22               | 22                                | 17                              | 14                 | 11                            |
| REGION                   |                  |                                   |                                 |                    |                               |
| East .....               | 14               | 4                                 | 30                              | 21                 | 20                            |
| Midwest .....            | 19               | 11                                | 26                              | 33                 | 37                            |
| South .....              | 57               | 79                                | 30                              | 33                 | 33                            |
| West .....               | 10               | 6                                 | 14                              | 13                 | 10                            |
| AGE                      |                  |                                   |                                 |                    |                               |
| 18 years .....           | 2                | 2                                 | 4                               | 2                  | 1                             |
| 19 years .....           | 2                | 1                                 | 3                               | 2                  | 1                             |
| 20 years .....           | 2                | 2                                 | 3                               | 2                  | 2                             |
| 21-24 years .....        | 10               | 9                                 | 10                              | 7                  | 8                             |
| 25-29 years .....        | 10               | 9                                 | 10                              | 9                  | 9                             |
| 30-34 years .....        | 9                | 9                                 | 12                              | 8                  | 9                             |
| 35-39 years .....        | 9                | 9                                 | 6                               | 8                  | 8                             |
| 40-44 years .....        | 8                | 8                                 | 7                               | 6                  | 6                             |
| 45-49 years .....        | 9                | 10                                | 5                               | 8                  | 8                             |
| 50-59 years .....        | 16               | 17                                | 18                              | 17                 | 17                            |
| 60-69 years .....        | 13               | 13                                | 13                              | 16                 | 17                            |
| 70 years and older ..... | 10               | 11                                | 9                               | 15                 | 14                            |
| INCOME                   |                  |                                   |                                 |                    |                               |
| \$20,000 and over .....  | 22               | 26                                | 23                              | 33                 | 36                            |
| 12,000 - 19,999 .....    | 27               | 27                                | 29                              | 28                 | 29                            |
| 10,000 - 11,999 .....    | 10               | 9                                 | 9                               | 8                  | 8                             |
| 6,000 - 9,999 .....      | 16               | 14                                | 17                              | 14                 | 13                            |
| 4,000 - 5,999 .....      | 11               | 11                                | 11                              | 7                  | 6                             |
| Under 4,000 .....        | 13               | 13                                | 9                               | 8                  | 6                             |
| POLITICS                 |                  |                                   |                                 |                    |                               |
| Republican .....         | 17               | 16                                | 23                              | 28                 | 31                            |
| Democrat .....           | 55               | 55                                | 50                              | 42                 | 38                            |
| Independent .....        | 25               | 26                                | 25                              | 29                 | 30                            |
| CITY SIZE                |                  |                                   |                                 |                    |                               |
| 1,000,000 and over ..... | 14               | 4                                 | 21                              | 9                  | 6                             |
| 500,000 - 999,999 .....  | 10               | 10                                | 12                              | 10                 | 8                             |
| 50,000 - 499,999 .....   | 27               | 29                                | 24                              | 24                 | 23                            |
| 2,500 - 49,999 .....     | 19               | 26                                | 18                              | 18                 | 20                            |
| Under 2,500, Rural ..... | 30               | 36                                | 25                              | 39                 | 43                            |
| MARITAL STATUS           |                  |                                   |                                 |                    |                               |
| Married .....            | 65               | 70                                | 62                              | 71                 | 74                            |
| Single .....             | 16               | 13                                | 21                              | 13                 | 12                            |
| Widowed .....            | 11               | 11                                | 11                              | 10                 | 9                             |
| Separated .....          | 3                | 1                                 | 3                               | 1                  | 1                             |
| Divorced .....           | 5                | 5                                 | 3                               | 5                  | 4                             |

PROFILES OF PROTESTANT CHURCHES IN DETAIL (continued)

|                          | Total<br>Lutheran | American<br>Lutheran<br>Church | Missouri<br>Synod<br>Lutheran | United<br>Church of<br>Christ | Christian<br>Church |
|--------------------------|-------------------|--------------------------------|-------------------------------|-------------------------------|---------------------|
| NATIONAL .....           | 100%              | 100%                           | 100%                          | 100%                          | 100%                |
| SEX                      |                   |                                |                               |                               |                     |
| Male .....               | 46                | 46                             | 47                            | 42                            | 44                  |
| Female .....             | 54                | 54                             | 53                            | 58                            | 56                  |
| RACE                     |                   |                                |                               |                               |                     |
| White .....              | 99                | 100                            | 99                            | 96                            | 96                  |
| Non-White .....          | 1                 | *                              | 1                             | 4                             | 4                   |
| EDUCATION                |                   |                                |                               |                               |                     |
| College .....            | 30                | 31                             | 29                            | 33                            | 26                  |
| High School .....        | 58                | 55                             | 58                            | 54                            | 58                  |
| Grade School .....       | 12                | 14                             | 13                            | 13                            | 16                  |
| REGION                   |                   |                                |                               |                               |                     |
| East .....               | 17                | 9                              | 11                            | 28                            | 9                   |
| Midwest .....            | 56                | 64                             | 63                            | 36                            | 38                  |
| South .....              | 11                | 11                             | 12                            | 24                            | 31                  |
| West .....               | 16                | 16                             | 14                            | 12                            | 22                  |
| AGE                      |                   |                                |                               |                               |                     |
| 18 years .....           | 2                 | 2                              | 2                             | 1                             | 1                   |
| 19 years .....           | 1                 | 1                              | 1                             | 1                             | 2                   |
| 20 years .....           | 2                 | 3                              | 1                             | 1                             | 3                   |
| 21-24 years .....        | 9                 | 8                              | 8                             | 8                             | 8                   |
| 25-29 years .....        | 9                 | 8                              | 10                            | 8                             | 10                  |
| 30-34 years .....        | 9                 | 8                              | 10                            | 7                             | 8                   |
| 35-39 years .....        | 9                 | 9                              | 9                             | 7                             | 6                   |
| 40-44 years .....        | 8                 | 7                              | 8                             | 8                             | 5                   |
| 45-49 years .....        | 9                 | 9                              | 9                             | 10                            | 6                   |
| 50-59 years .....        | 17                | 18                             | 20                            | 16                            | 18                  |
| 60-69 years .....        | 14                | 15                             | 13                            | 17                            | 17                  |
| 70 years and older ..... | 11                | 12                             | 9                             | 16                            | 16                  |
| INCOME                   |                   |                                |                               |                               |                     |
| \$20,000 and over .....  | 39                | 41                             | 40                            | 36                            | 30                  |
| 12,000 - 19,999 .....    | 30                | 29                             | 31                            | 28                            | 27                  |
| 10,000 - 11,999 .....    | 7                 | 7                              | 5                             | 7                             | 8                   |
| 6,000 - 9,999 .....      | 11                | 12                             | 11                            | 15                            | 17                  |
| 4,000 - 5,999 .....      | 6                 | 6                              | 6                             | 7                             | 8                   |
| Under 4,000 .....        | 5                 | 5                              | 5                             | 6                             | 8                   |
| POLITICS                 |                   |                                |                               |                               |                     |
| Republican .....         | 33                | 42                             | 33                            | 38                            | 29                  |
| Democrat .....           | 31                | 33                             | 35                            | 32                            | 41                  |
| Independent .....        | 34                | 24                             | 31                            | 28                            | 28                  |
| CITY SIZE                |                   |                                |                               |                               |                     |
| 1,000,000 and over ..... | 14                | 7                              | 11                            | 8                             | 8                   |
| 500,000 - 999,999 .....  | 14                | 9                              | 17                            | 10                            | 10                  |
| 50,000 - 499,999 .....   | 24                | 24                             | 19                            | 25                            | 21                  |
| 2,500 - 49,999 .....     | 18                | 19                             | 22                            | 16                            | 23                  |
| Under 2,500, Rural ..... | 30                | 41                             | 31                            | 40                            | 38                  |
| MARITAL STATUS           |                   |                                |                               |                               |                     |
| Married .....            | 73                | 75                             | 74                            | 72                            | 68                  |
| Single .....             | 15                | 13                             | 15                            | 11                            | 13                  |
| Widowed .....            | 8                 | 8                              | 7                             | 11                            | 13                  |
| Separated .....          | 1                 | 1                              | 1                             | 1                             | *                   |
| Divorced .....           | 3                 | 3                              | 3                             | 5                             | 6                   |

\* Less than one percent

## **B. Church\Synagogue Membership**



The 33-year downtrend in church and synagogue membership appears to have levelled out in 1980, with 69% of the 10,982 adults surveyed saying they are members.

In 1979 and 1978 the membership figure was 68%.

Church and synagogue membership had been on a steady overall downtrend since 1947 when the Gallup Poll showed 76% to be members. Here is the trend:

#### CHURCH OR SYNAGOGUE MEMBERSHIP

|      |     |
|------|-----|
| 1937 | 73% |
| 1938 | 73  |
| 1939 | 72  |
| 1940 | 72  |
| 1942 | 75  |
| 1944 | 75  |
| 1947 | 76  |
| 1952 | 73  |
| 1965 | 73  |
| 1975 | 71  |
| 1976 | 71  |
| 1977 | 70  |
| 1978 | 68  |
| 1979 | 68  |
| 1980 | 69  |

It is important to note that while overall church membership for all faiths has been on the decline, certain denominations (primarily those in the evangelical group) have reported membership gains in recent years.

Furthermore, it is important to bear in mind that the percentages represent *self-classifications*: the proportion of people who *say* they are members of a church. They thus may include some who are not actually on the rolls of a local church. Furthermore, it should be noted that adherents of certain faiths — such as Roman Catholics and the Eastern Orthodox — are considered to be members at birth.

#### 73% OF WOMEN ARE MEMBERS

Most likely to say they are members of a church are women (73 percent), non-whites (71 percent), adults 50 years of age and older (76 percent), persons living in the Midwest (73 percent) and South (75 percent), and married persons (72 percent).

Little difference is found on the basis of formal education, with 70 percent of persons with a college background saying they are members compared to 68 percent among those with only a high school background and 70 percent among those with only a grade school background.

As perhaps would be expected, demographic patterns for church membership closely parallel patterns for church attendance. As determined by the 1980 Gallup Audit of Church Attendance, the most regular attenders, for example, are found among women, non-whites, older adults, persons living in the Midwest and South, and Catholics.

Following is the question asked to measure church membership on the basis of self-classification:

*"Do you happen to be a member of a church or synagogue, or not?"*

The following table shows church membership by key groups, based on an average of the results of surveys taken in 7 selected weeks during 1980:

#### CHURCH MEMBERSHIP (Self-classification)

##### *Major faiths:*

|             |     |
|-------------|-----|
| Catholics   | 80% |
| Protestants | 72  |
| Jews        | 51  |

##### *5 Major Protestant Churches:*

|               |    |
|---------------|----|
| Baptists      | 75 |
| Methodists    | 72 |
| Lutherans     | 76 |
| Presbyterians | 75 |
| Episcopalians | 70 |

##### *By Demographics:*

|                    |    |
|--------------------|----|
| East               | 69 |
| Midwest            | 73 |
| South              | 75 |
| West               | 53 |
| 18-29 years        | 59 |
| 30-49 years        | 68 |
| 50 and over        | 76 |
| College background | 70 |
| High school        | 68 |
| Grade school       | 70 |
| Men                | 64 |
| Women              | 73 |
| Whites             | 68 |
| Non-whites         | 71 |
| Married            | 72 |
| Single             | 59 |
| Divorced           | 57 |

As the following table indicates, the proportion of *non-members* peaks in the 21-24 year old group and steadily declines as one becomes older. Nearly half of the 21-24 age group (45%) say they are not members of a church or synagogue.

Non-Members of  
Church/Synagogue  
— By Age —

|              |     |
|--------------|-----|
| 18 years-old | 31% |
| 19           | 43  |
| 20           | 44  |
| 21-24        | 45  |
| 25-29        | 41  |
| 30-34        | 33  |
| 35-39        | 31  |
| 40-44        | 28  |
| 45-49        | 32  |
| 50-59        | 25  |
| 60-69        | 24  |
| 70 and older | 25  |

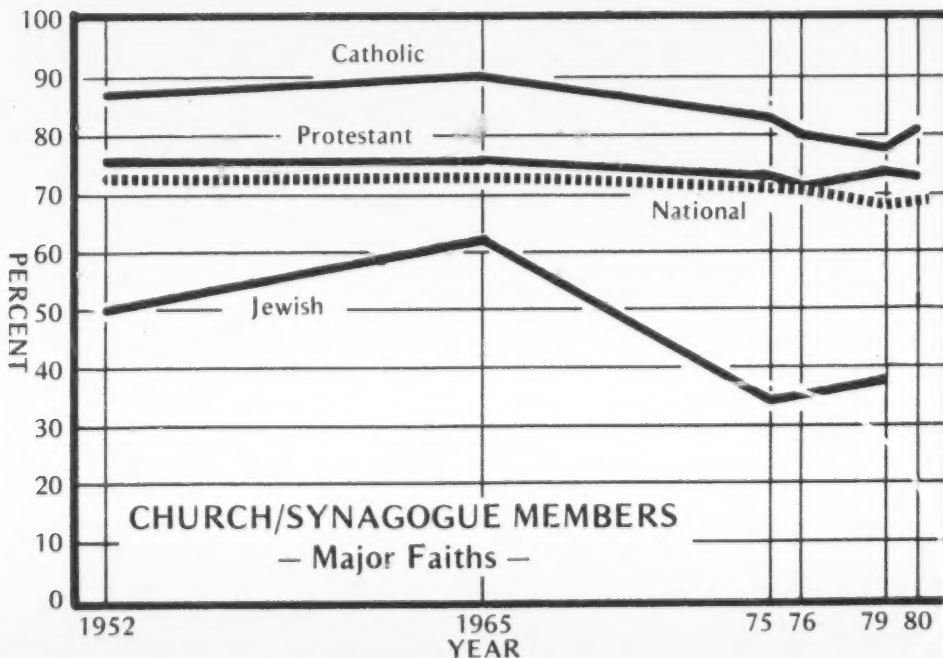
TREND AMONG  
MAJOR FAITHS

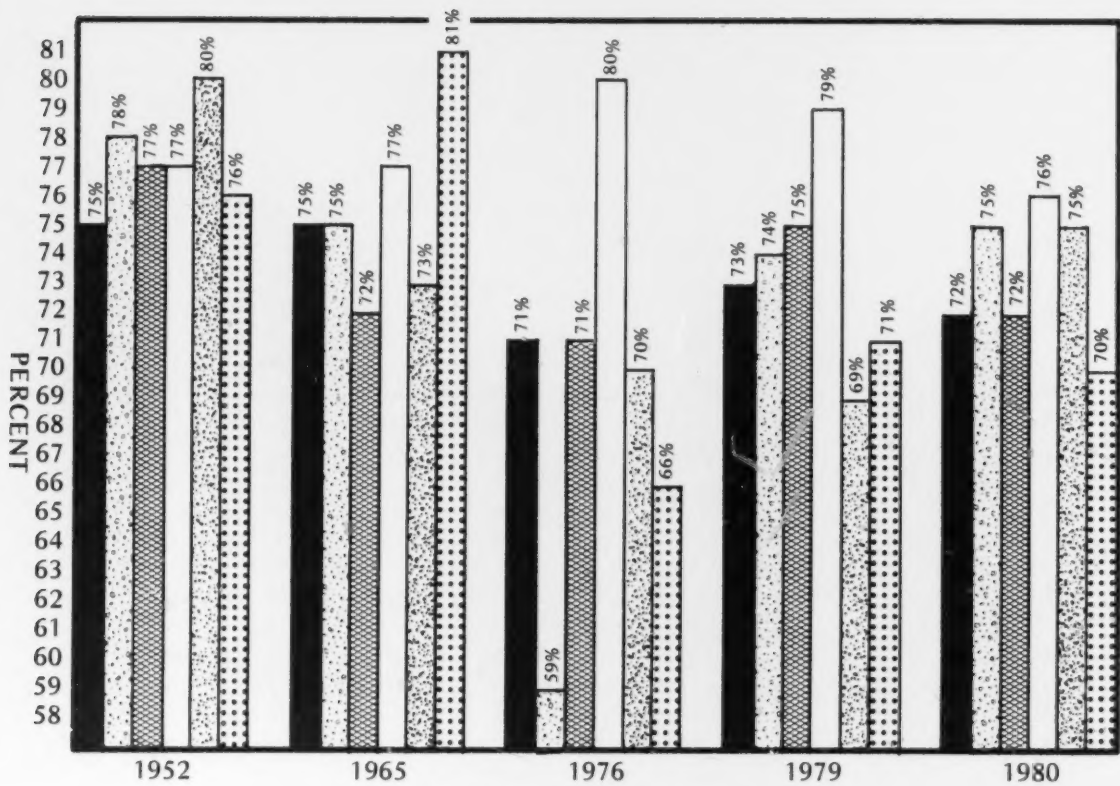
A downtrend in membership since 1952 has been recorded for the three major faiths, Protestants, Catholics, and Jews. Church membership in 1980 among Protestants is three percentage points lower than in 1952, while the decline has been 7 points among Catholics over the same period of time.

The trend among Jews shows wide fluctuation, which may be due in part to the small number of Jews in the sample.

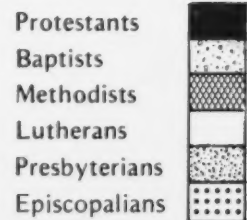
|      | National | Protestants | Catholics | Jews |
|------|----------|-------------|-----------|------|
| 1952 | 73%      | 75%         | 87%       | 50%  |
| 1965 | 73       | 75          | 90        | 62   |
| 1975 | 71       | 73          | 83        | 34   |
| 1976 | 71       | 71          | 80        | *    |
| 1979 | 68       | 73          | 78        | 37   |
| 1980 | 69       | 72          | 80        | *    |

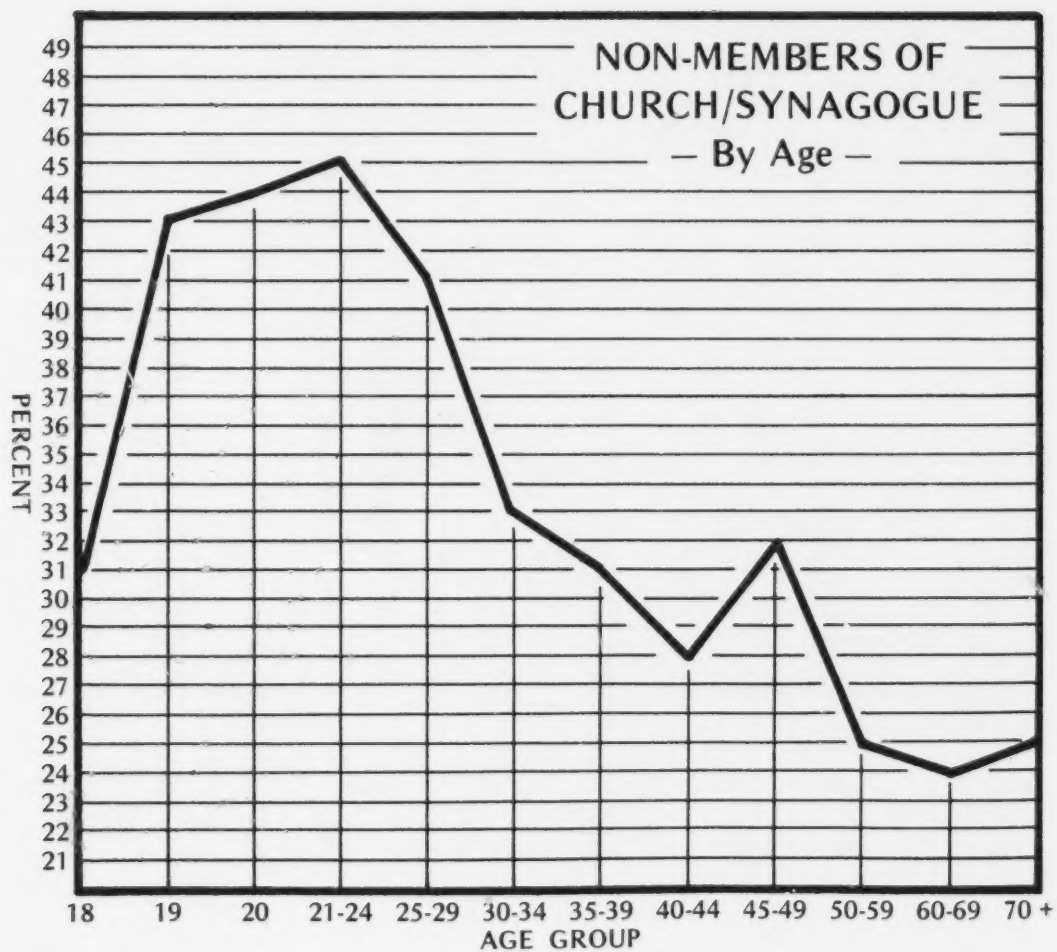
\* too few cases



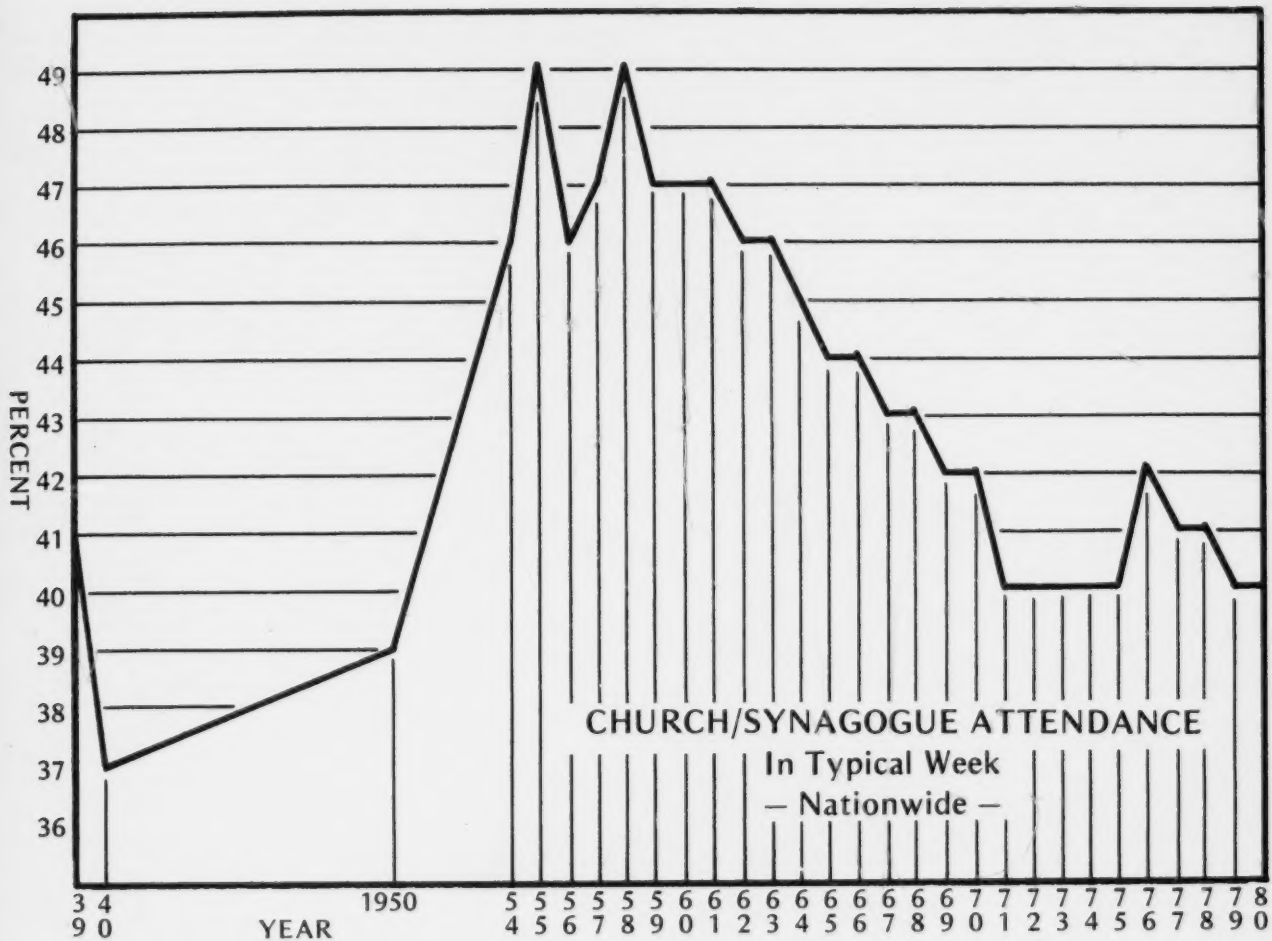


CHURCH MEMBERS  
— Protestant Churches —





## **C. Church\Synagogue Attendance**



Four in 10 adults nationwide attended church or synagogue in a typical week of 1980, with those living in the Midwest and South more likely to attend regularly than were those who live in the East and far West:

## CHURCH OR SYNAGOGUE ATTENDANCE

— 1980 —

|                      |        |
|----------------------|--------|
| NATIONWIDE . . . . . | 40Pct. |
| East . . . . .       | 40     |
| Midwest . . . . .    | 45     |
| South . . . . .      | 42     |
| West . . . . .       | 29     |

Since 1958 — a peak year for church attendance — the national rate of churchgoing has dropped nine percentage points, from 49 percent to 40 percent in 1980 — the same rate of attendance observed throughout most of the 1970s.

The decline has been sharpest among Catholics. Attendance at Mass fell 22 points — from 74 to 52 percent — between 1958 and 1978, and currently stands at 53 percent. Catholic churchgoing has remained fairly stable since 1973.

Attendance among Protestants had changed very little, declining only six percentage points — from 44 to 38 percent — between 1958 and 1964, and has remained at the 1964 level. The latest Protestant attendance figure is 39 percent.

The following table shows the highlights in the trend for the two major Christian groups:

## CHRISTIAN CHURCH ATTENDANCE

Protestants Catholics

|                |         |         |
|----------------|---------|---------|
| 1958 . . . . . | 44 pct. | 74 pct. |
| 1968 . . . . . | 38      | 65      |
| 1978 . . . . . | 40      | 52      |
| 1979 . . . . . | 40      | 52      |
| 1980 . . . . . | 39      | 53      |

## ATTENDANCE AT SYNAGOGUE

Mirroring the pattern of attendance among Protestants and Catholics, attendance at synagogue declined between the mid-1950s and the early 1970s, but since

then it has shown an upturn. In surveys taken between 1975 and 1980, 24 percent of Jews attended synagogue in a typical week.

The following table shows results by groups of years:

## SYNAGOGUE ATTENDANCE

|                   |         |
|-------------------|---------|
| 1955-56 . . . . . | 23 Pct. |
| 1961-64 . . . . . | 22      |
| 1965-69 . . . . . | 20      |
| 1970-74 . . . . . | 17      |
| 1975-80 . . . . . | 24      |

## SHARP DIFFERENCES BY AGE GROUPS

Sharp differences in church or synagogue attendance are found by age, with 31 percent of adults under 30 attending in a typical week in 1980, compared to 40 percent among persons 30 to 49 years old and 47 percent among those 50 and older.

In 1958, the proportions of attenders in each age group were similar, with about as many younger as older persons attending church or synagogue.

Churchgoing among adults under 30 is 17 percentage points lower today than it was in 1958, while it has declined by 11 points among 30-49-year-olds and by merely one point among those 50 and older.

The following table shows the highlights in the trend:

## CHURCH OR SYNAGOGUE ATTENDANCE

NATIONAL Under 30 30-49 50 and older

|                |        |         |         |         |
|----------------|--------|---------|---------|---------|
| 1958 . . . . . | 49pct. | 48 pct. | 51 pct. | 48 pct. |
| 1967 . . . . . | 43     | 40      | 46      | 47      |
| 1977 . . . . . | 41     | 29      | 42      | 48      |
| 1980 . . . . . | 40     | 31      | 40      | 47      |

To estimate the average attendance during 1980, surveys of representative samples of the adult population were made in seven selected weeks during the year. A total of 10,982 adults, 18 and older, were interviewed in person in scientifically-selected localities across the nation. This question was asked:

*"Did you, yourself, happen to attend church or synagogue in the last seven days?"*

Following is the full trend since 1939. The audits from 1955 to 1980 were based on an average of the combined results of several surveys during each year.

The figures prior to 1955 were based on a single annual survey:

## ATTENDED CHURCH/SYNAGOGUE DURING AVERAGE WEEK OF 1980

### CHURCH/SYNAGOGUE ATTENDANCE

|      |         |
|------|---------|
| 1939 | 41 pct. |
| 1940 | 37 *    |
| 1950 | 39      |
| 1954 | 46      |
| 1955 | 49**    |
| 1956 | 46      |
| 1957 | 47      |
| 1958 | 49**    |
| 1959 | 47      |
| 1960 | 47      |
| 1961 | 47      |
| 1962 | 46      |
| 1963 | 46      |
| 1964 | 45      |
| 1965 | 44      |
| 1966 | 44      |
| 1967 | 43      |
| 1968 | 43      |
| 1969 | 42      |
| 1970 | 42      |
| 1971 | 40      |
| 1972 | 40      |
| 1973 | 40      |
| 1974 | 40      |
| 1975 | 40      |
| 1976 | 42      |
| 1977 | 41      |
| 1978 | 41      |
| 1979 | 40      |
| 1980 | 40      |

\* Low point in church attendance

\*\* High points in church attendance

### Church Attendance — 1980 (Protestant Churches in Detail)

|                                                 |     |
|-------------------------------------------------|-----|
| Southern Baptist Convention                     | 43% |
| American Baptist Churches                       | 39  |
| American Lutheran Church                        | 39  |
| United Methodist Church                         | 33  |
| Presbyterian Church in the U.S.                 | 29  |
| United Presbyterian Church<br>in the U.S.A.     | 32  |
| United Church of Christ<br>or Congregationalist | 44  |

NATIONAL . . . . . 40%

### RELIGION

|               |    |
|---------------|----|
| Protestants   | 39 |
| Catholics     | 53 |
| Jews          | 25 |
| Baptists      | 40 |
| Methodists    | 34 |
| Lutherans     | 40 |
| Presbyterians | 28 |
| Episcopalians | 31 |

### SEX

|        |    |
|--------|----|
| Male   | 36 |
| Female | 44 |

### RACE

|           |    |
|-----------|----|
| White     | 39 |
| Non-white | 44 |

### EDUCATION

|              |    |
|--------------|----|
| College      | 40 |
| High School  | 39 |
| Grade School | 43 |

### REGION

|         |    |
|---------|----|
| East    | 40 |
| Midwest | 45 |
| South   | 42 |
| West    | 29 |

### AGE

|                |    |
|----------------|----|
| Total Under 30 | 31 |
| 18-24 years    | 31 |
| 25-29 years    | 30 |
| 30-49 years    | 40 |
| 50 & older     | 47 |

### MARITAL STATUS

|          |    |
|----------|----|
| Married  | 72 |
| Single   | 59 |
| Divorced | 57 |
| Widowed  | 80 |

Those who say religion is

|                                 |    |
|---------------------------------|----|
| 'very important' in their lives | 58 |
| Fairly                          | 22 |
| Not very                        | 4  |

|                |    |
|----------------|----|
| Church members | 54 |
| Non-members    | 9  |

The following table compares churchgoing among Protestants and Catholics for each year:

And here is the trend in detail on the basis of age groups:

### CHURCH ATTENDANCE

Protestants Catholics National

|      |     |     |     |
|------|-----|-----|-----|
| 1954 | 47% | 72% | 46% |
| 1957 | 40  | 74  | 47  |
| 1958 | 44  | 74  | 49  |
| 1961 | 43  | 71  | 47  |
| 1963 | 40  | 71  | 46  |
| 1964 | 38  | 71  | 45  |
| 1966 | 38  | 68  | 44  |
| 1967 | 39  | 66  | 43  |
| 1968 | 38  | 65  | 43  |
| 1969 | 37  | 63  | 42  |
| 1970 | 38  | 60  | 42  |
| 1971 | 37  | 57  | 40  |
| 1972 | 37  | 56  | 40  |
| 1973 | 37  | 55  | 40  |
| 1974 | 37  | 55  | 40  |
| 1975 | 38  | 54  | 40  |
| 1976 | 40  | 55  | 42  |
| 1977 | 39  | 55  | 41  |
| 1978 | 40  | 52  | 41  |
| 1979 | 40  | 52  | 40  |
| 1980 | 39  | 53  | 40  |

### CHURCH/SYNAGOGUE ATTENDANCE

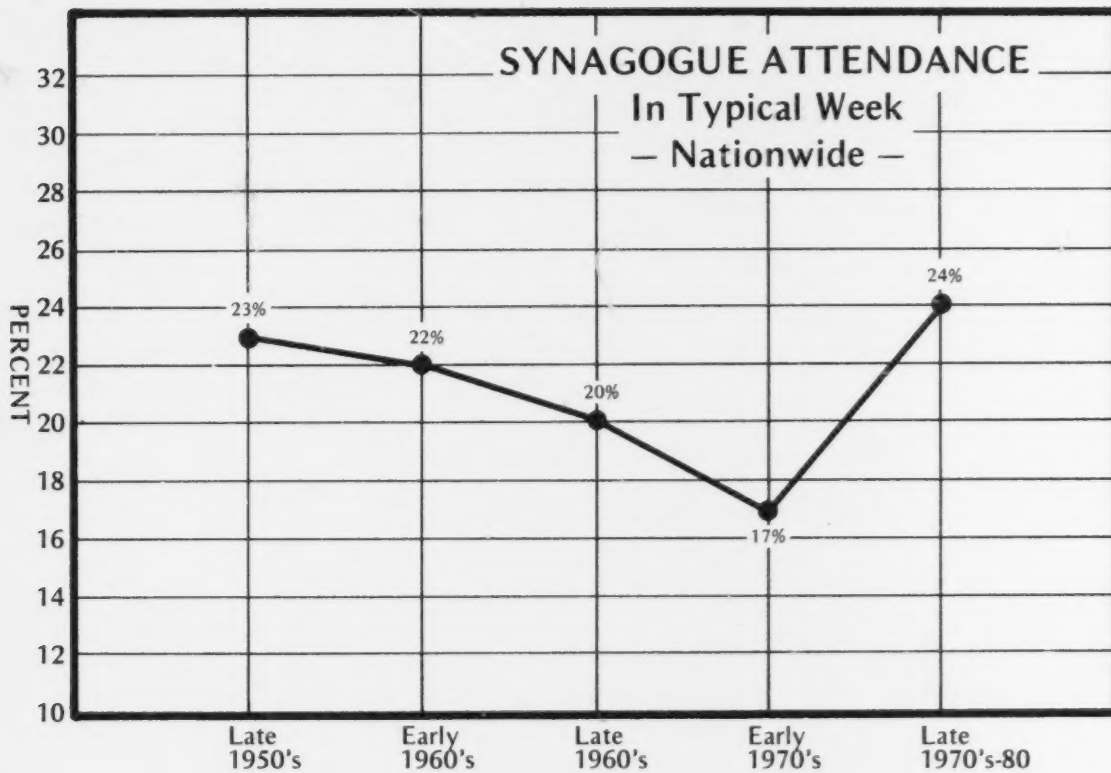
— By Age Groups —

|      | Under 30 | 30-49 | 50 & older |
|------|----------|-------|------------|
| 1954 | 42%      | 48%   | 44%        |
| 1958 | 48       | 51    | 48         |
| 1961 | 43       | 47    | 48         |
| 1963 | 41       | 47    | 47         |
| 1966 | 37       | 45    | 47         |
| 1967 | 40       | 46    | 47         |
| 1968 | 34       | 46    | 44         |
| 1969 | 33       | 45    | 44         |
| 1970 | 32       | 45    | 44         |
| 1972 | 32       | 41    | 45         |
| 1973 | 28       | 41    | 46         |
| 1974 | 30       | 40    | 47         |
| 1975 | 30       | 41    | 46         |
| 1976 | 32       | 42    | 48         |
| 1977 | 29       | 42    | 48         |
| 1978 | 29       | 42    | 48         |
| 1979 | 29       | 42    | 47         |
| 1980 | 31       | 40    | 47         |

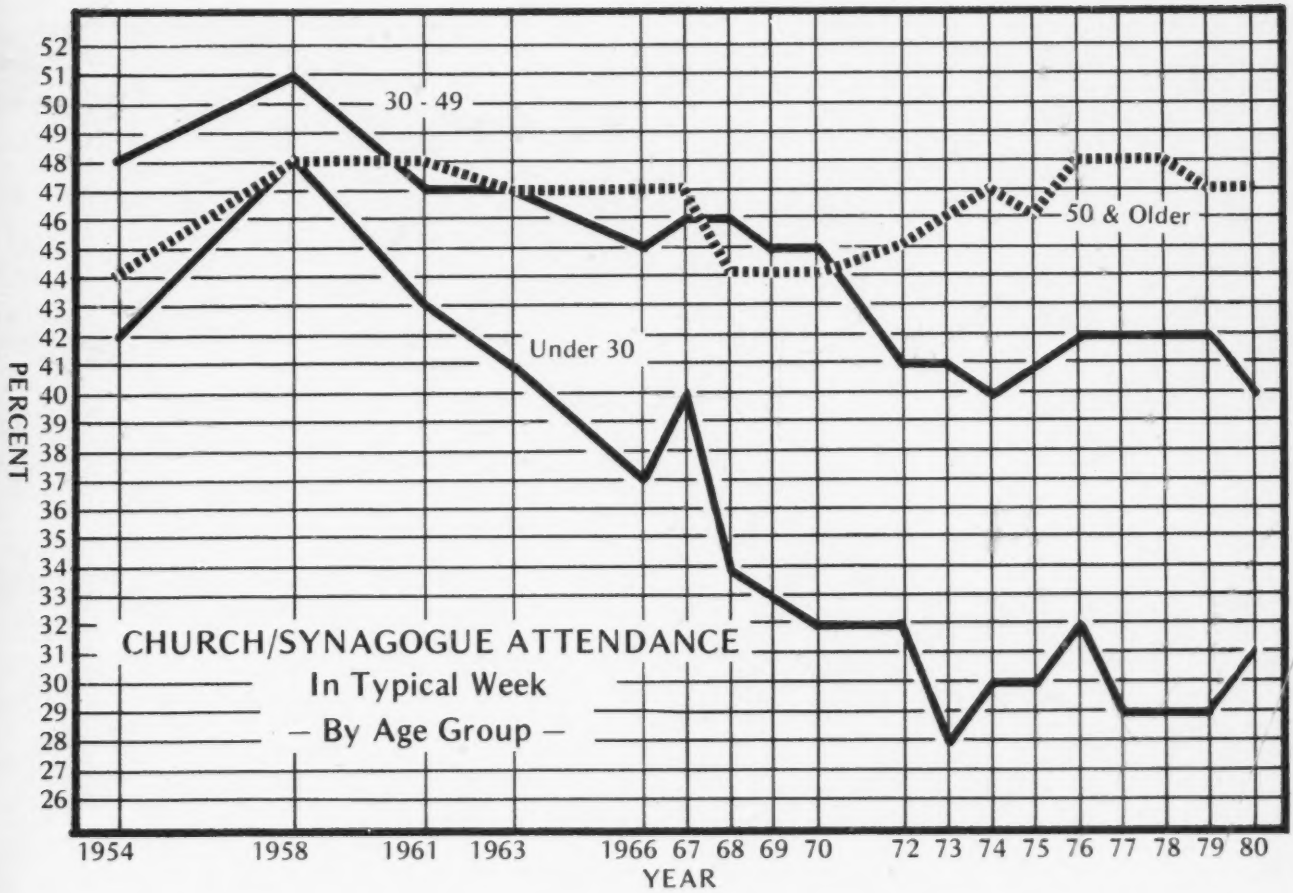
### CHURCH ATTENDANCE IN TYPICAL WEEK — 1980

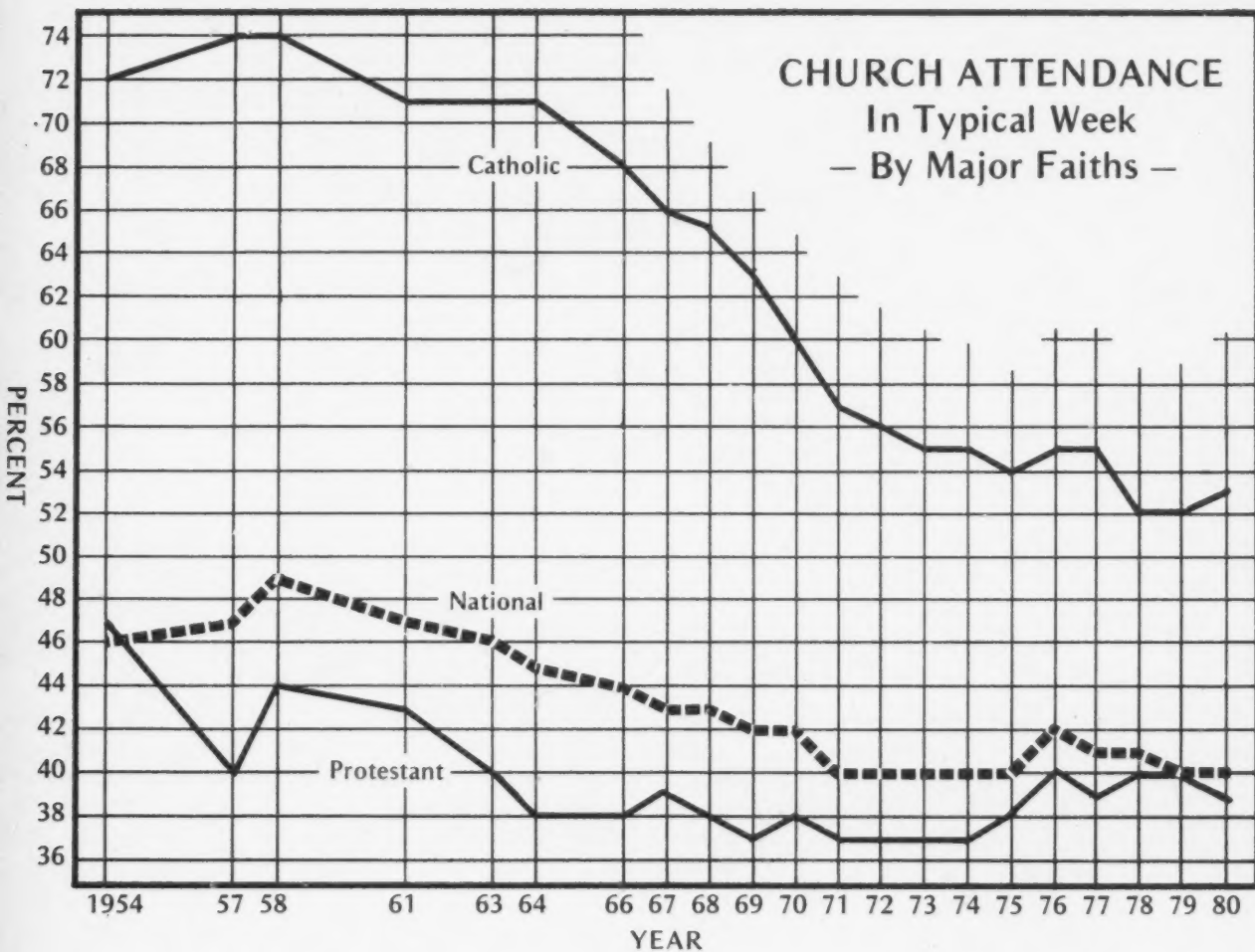
— Protestant Churches —

|      | All Protestants | Baptist | Methodist | Lutheran | Presbyterian | Episcopal |
|------|-----------------|---------|-----------|----------|--------------|-----------|
| 1980 | 39%             | 40%     | 34%       | 40%      | 28%          | 31%       |
| 1979 | 40              | 39      | 35        | 40       | 32           | 34        |
| 1978 | 40              | 42      | 36        | 38       | 39           | 33        |
| 1977 | 39              | 41      | 32        | 38       | 34           | 33        |
| 1976 | 40              | 40      | 38        | 34       | 34           | 34        |
| 1975 | 38              | 37      | 30        | 37       | 32           | 26        |
| 1970 | 38              | 39      | 38        | 43       | 34           | 29        |
| 1969 | 37              | 37      | 34        | 38       | 34           | 29        |
| 1968 | 38              | 38      | 36        | 38       | 36           | 34        |
| 1967 | 39              | 39      | 33        | 39       | 36           | 37        |
| 1966 | 38              | 37      | 34        | 43       | 36           | 31        |
| 1965 | 38              | 38      | 34        | 42       | 38           | 30        |

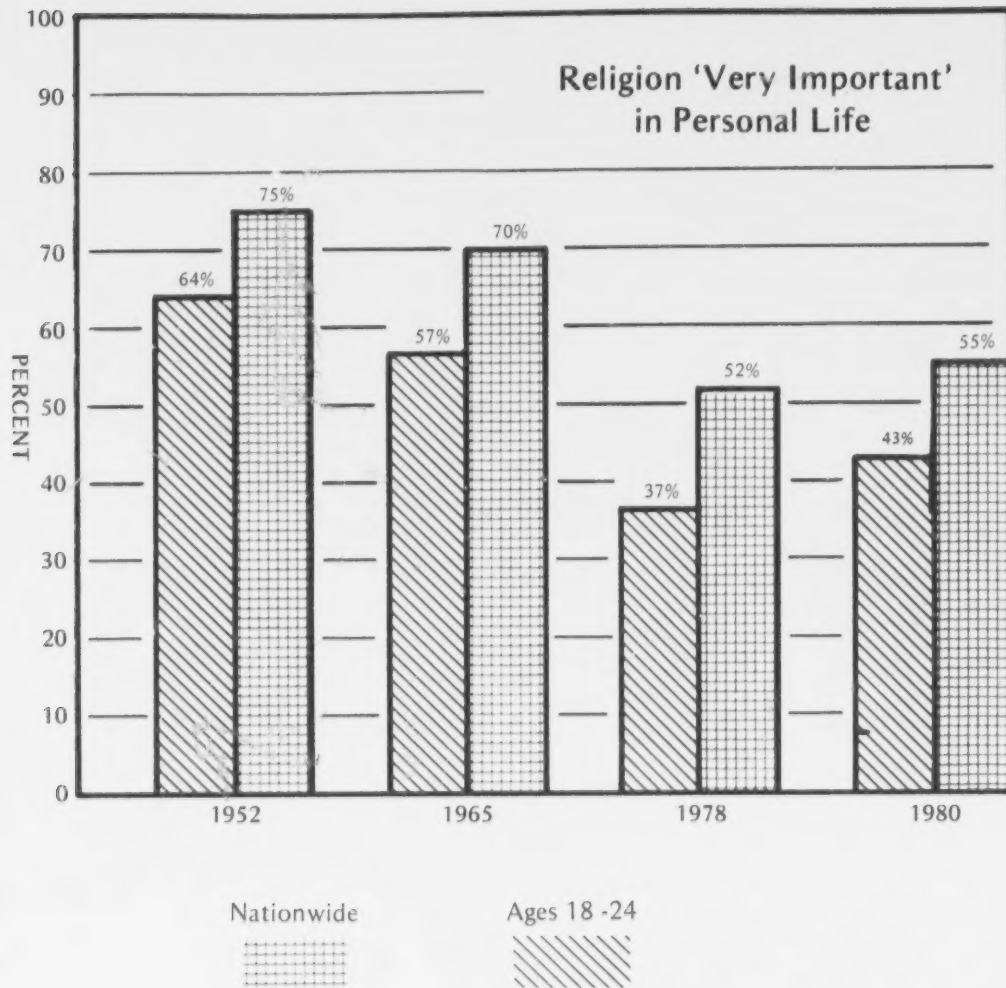


NOTE: The above figures are based on an average of many surveys conducted during the periods designated.





**D. Importance of Religion  
in Personal Life**



The proportion of Americans who say religion is "very important" in their lives, after having plunged from 75% in 1952 to 52% in 1978, has now shown a slight upturn to 55% in the latest nationwide survey.

The decline between 1952 and 1978 in those who said religion was very important was far more marked among Catholics (32 points) than among Protestants (16 points). Since the 1978 survey a slight upturn in those holding this view is noted for both Catholics and Protestants.

The downtrend between 1952 and 1978 was similar for men and women, although more women than men put a high premium on religion in their lives. In terms of the age groups, however, a particularly sharp downtrend was noted among the 18-24 year-old group, a 27-point decline. For the nation as a whole, a 23-point decline was recorded over this period of time.

## QUESTION AND NATIONAL RESULTS

Following is the question asked in each survey:

*"How important would you say religion is in your own life — very important, fairly important, or not very important?"*

Here is the trend in national findings:

### HOW IMPORTANT RELIGION IN LIFE?

|                | Very | Fairly | Not Very | No Opin. |
|----------------|------|--------|----------|----------|
| 1952 . . . . . | 75%  | 20%    | 5%       | *%       |
| 1965 . . . . . | 70   | 22     | 7        | 1        |
| 1978 . . . . . | 52   | 32     | 14       | 2        |
| 1980 . . . . . | 55   | 31     | 13       | 1        |

\* Less than one%.

Here are the trends for Protestants and Catholics:

#### Responses of Protestants

|                | Very | Fairly | Not Very | No Opin. |
|----------------|------|--------|----------|----------|
| 1952 . . . . . | 76%  | 20%    | 4%       | *%       |
| 1965 . . . . . | 74   | 20     | 5        | 1        |
| 1978 . . . . . | 60   | 31     | 8        | 1        |
| 1980 . . . . . | 61   | 30     | 8        | 1        |

#### Responses of Catholics

|                | Very | Fairly | Not Very | No Opin. |
|----------------|------|--------|----------|----------|
| 1952 . . . . . | 83%  | 14%    | 3%       | *%       |
| 1965 . . . . . | 76   | 20     | 3        | 1        |
| 1978 . . . . . | 51   | 36     | 11       | 2        |
| 1980 . . . . . | 56   | 34     | 9        | 1        |

The following tables show the trend for men and women and for the 18-24 age group:

#### Responses of men

|                | Very | Fairly | Not Very | No Opin. |
|----------------|------|--------|----------|----------|
| 1952 . . . . . | 68%  | 22%    | 8%       | 2%       |
| 1965 . . . . . | 63   | 26     | 10       | 1        |
| 1978 . . . . . | 46   | 35     | 18       | 1        |
| 1980 . . . . . | 48   | 34     | 17       | 1        |

#### Responses of women

|                | Very | Fairly | Not Very | No Opin. |
|----------------|------|--------|----------|----------|
| 1952 . . . . . | 79%  | 18%    | 3%       | *%       |
| 1965 . . . . . | 77   | 18     | 4        | 1        |
| 1978 . . . . . | 58   | 29     | 11       | 2        |
| 1980 . . . . . | 62   | 27     | 10       | 1        |

The results for the young adult group:

#### Responses of 18-24 age group

|                | Very | Fairly | Not Very | No Opin. |
|----------------|------|--------|----------|----------|
| 1952 . . . . . | 64%  | 30%    | 6%       | *%       |
| 1965 . . . . . | 57   | 32     | 10       | 1        |
| 1978 . . . . . | 37   | 43     | 19       | 1        |
| 1980 . . . . . | 43   | 41     | 15       | 1        |

## THIRD SAY RELIGION MOST IMPORTANT THING IN LIVES

While a majority of U.S. adults today (55%) say religion is "very important" in their lives, fewer (31%) say their religious beliefs are the "most important thing" in their lives.

Age is a key factor, with only 14% of the 18-24 year-old age group indicating their religious beliefs are the dominant factor in their lives. This percentage is nearly doubled in the 25-29 year-old age group, while among those 30 to 49 years-old the proportion is 31% and among those 50 and older the figure is 41%.

# HOW IMPORTANT RELIGION IN LIFE?

|                           | Very | Fairly | Not  | Don't |
|---------------------------|------|--------|------|-------|
|                           | Very | Fairly | Very | know  |
| National . . . . .        | 55%  | 31%    | 13%  | 1%    |
| Protestants . . . . .     | 61   | 30     | 8    | 1     |
| Roman Catholics . . . . . | 56   | 34     | 9    | 1     |
| Jewish . . . . .          | 31   | 37     | 32   | *     |
| None . . . . .            | 15   | 20     | 62   | 3     |
| Baptists . . . . .        | 68   | 27     | 5    | *     |
| Methodists . . . . .      | 52   | 38     | 9    | 1     |
| Lutherans . . . . .       | 57   | 35     | 8    | *     |
| Presbyterians . . . . .   | 48   | 39     | 12   | 1     |
| Episcopalians . . . . .   | 37   | 34     | 27   | 2     |
| East . . . . .            | 49   | 33     | 17   | 1     |
| Midwest . . . . .         | 54   | 35     | 10   | 1     |
| South . . . . .           | 66   | 25     | 8    | 1     |
| West . . . . .            | 51   | 29     | 19   | 1     |
| 18-24 years . . . . .     | 43   | 41     | 15   | 1     |
| 25-29 years . . . . .     | 43   | 37     | 19   | 1     |
| 30-49 years . . . . .     | 55   | 30     | 14   | 1     |
| 50 and over . . . . .     | 65   | 24     | 10   | 1     |
| Men . . . . .             | 48   | 34     | 17   | 1     |
| Women . . . . .           | 62   | 27     | 10   | 1     |
| College . . . . .         | 50   | 32     | 17   | 1     |
| High school . . . . .     | 55   | 32     | 12   | 1     |
| Grade school . . . . .    | 69   | 21     | 9    | 1     |

|                               |    |    |    |   |
|-------------------------------|----|----|----|---|
| Married . . . . .             | 58 | 30 | 11 | 1 |
| Single . . . . .              | 41 | 37 | 20 | 2 |
| Divorced . . . . .            | 47 | 31 | 21 | 1 |
| Widowed . . . . .             | 70 | 21 | 9  | * |
| Regular churchgoers . . . . . | 81 | 17 | 1  | 1 |
| Non-regular . . . . .         | 39 | 39 | 21 | 1 |
| Non-members . . . . .         | 29 | 36 | 33 | 2 |
| Church members . . . . .      | 67 | 28 | 5  | * |

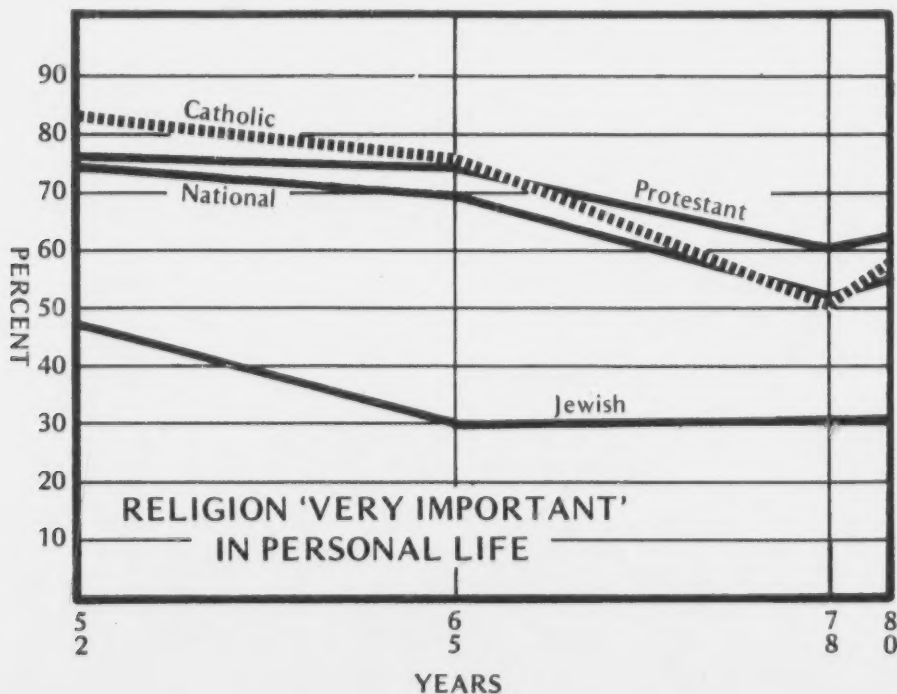
\* Less than one percent

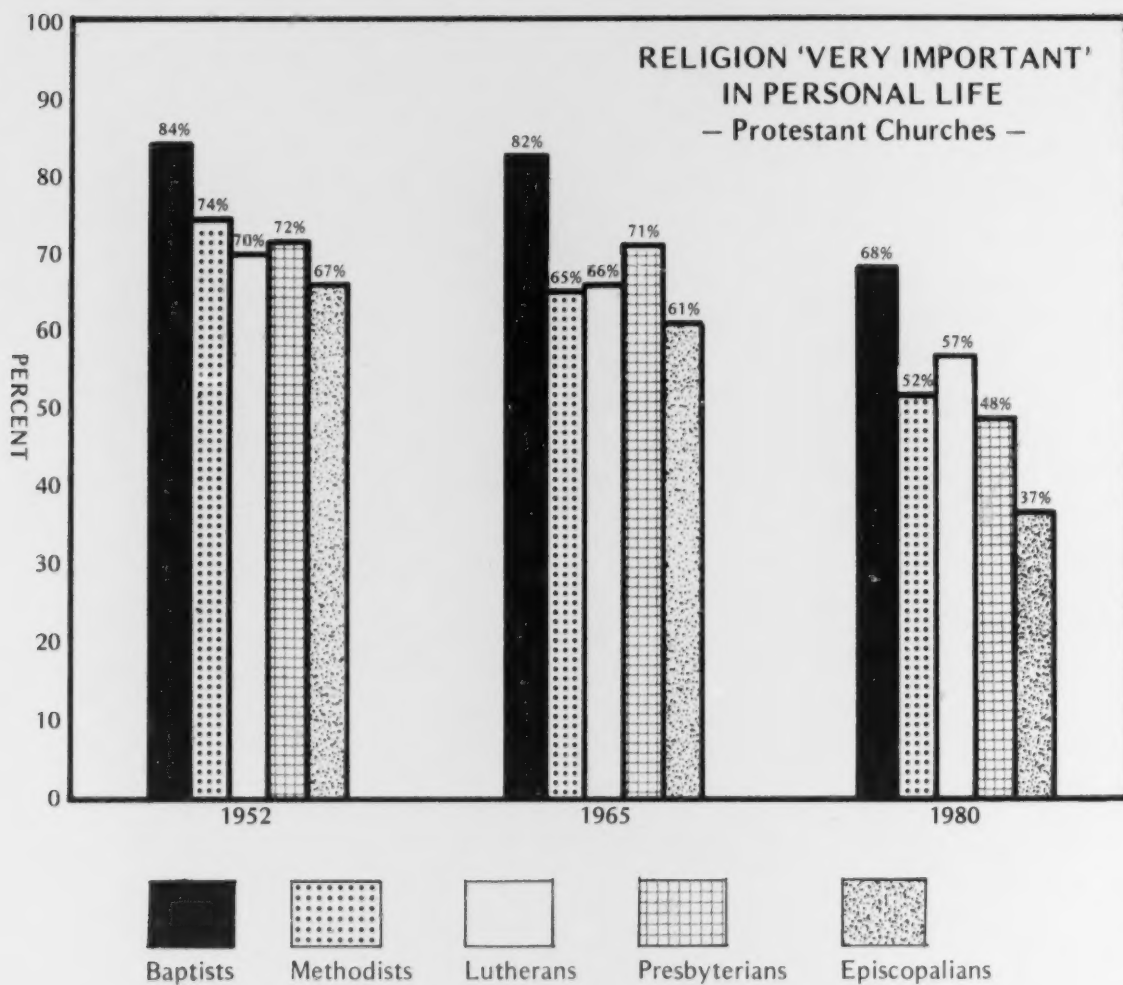
The following table shows the trend since 1952 in the responses of Protestants, Catholics, and Jews:

## RELIGION 'VERY IMPORTANT' IN PERSONAL LIFE

|                | Protestants | Catholics | Jews |
|----------------|-------------|-----------|------|
| 1952 . . . . . | 76%         | 83%       | 47%  |
| 1965 . . . . . | 74          | 76        | 30   |
| 1978 . . . . . | 60          | 51        | *    |
| 1980 . . . . . | 61          | 56        | 31   |

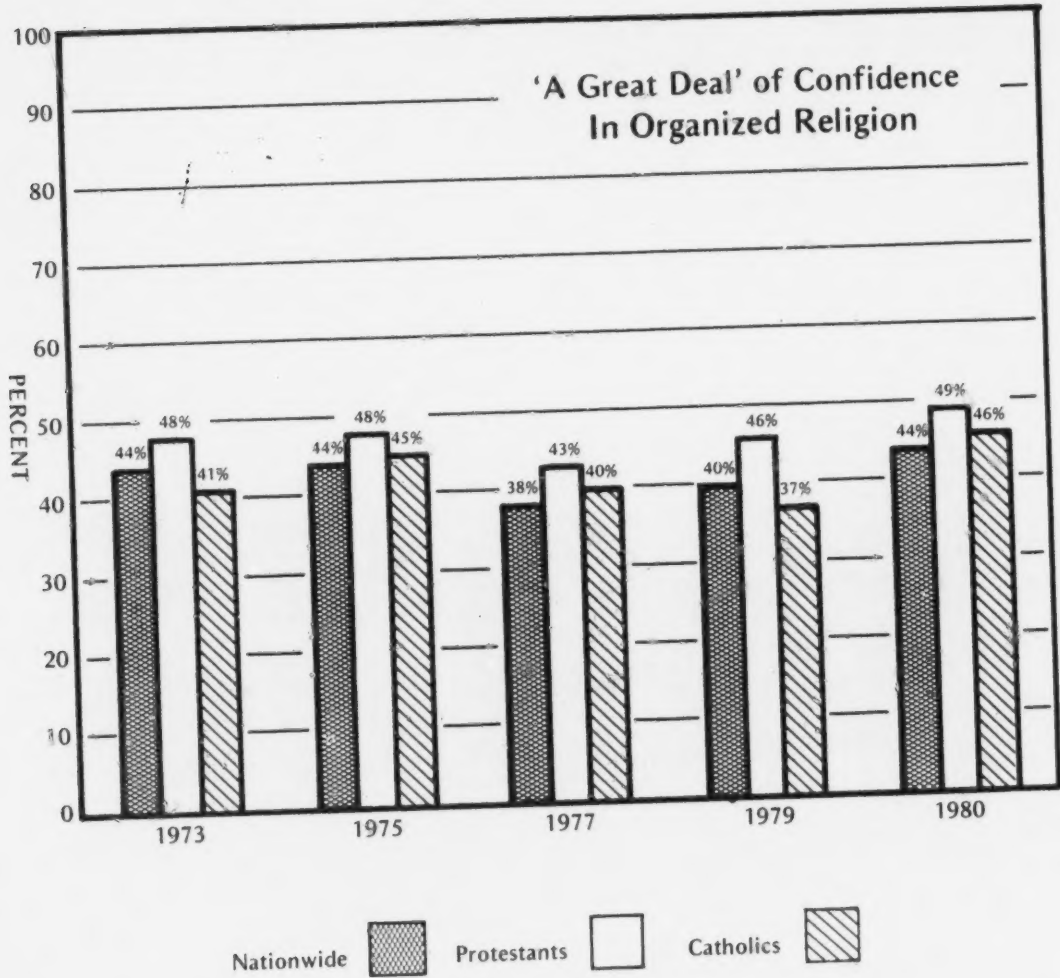
\* too few cases





| RELIGION 'VERY IMPORTANT'<br>IN PERSONAL LIFE<br>— Protestant Denominations — |          |            |           |               |               |
|-------------------------------------------------------------------------------|----------|------------|-----------|---------------|---------------|
|                                                                               | Baptists | Methodists | Lutherans | Presbyterians | Episcopalians |
| 1952 . . . . .                                                                | 84%      | 74%        | 70%       | 72%           | 67%           |
| 1965 . . . . .                                                                | 82       | 65         | 66        | 71            | 61            |
| 1980 . . . . .                                                                | 68       | 52         | 57        | 48            | 37            |
| Decline since 1952<br>in percentage<br>points. . . . .                        | 16       | 22         | 13        | 24            | 30            |

## **E. Confidence in Organized Religion**



Since 1977 the proportion of Americans who express "a great deal" of confidence in the church or organized religion has increased from 38 to 44%.

The latest survey shows 44% giving this response, 22% saying they have "quite a lot" of confidence in organized religion, 20% "some," 8% "very little," and 3% "none."

The survey, in which public confidence in 10 key U.S. institutions was tested, shows organized religion ranking highest. The other nine tested: banks and banking, the military, the public schools, newspapers, the U.S. Supreme Court, television, organized labor, Congress and big business.

## SHARP DIFFERENCES NOTED BY AGE

Sharp differences in the current survey are found on the basis of age of survey respondents, with 55% of persons 50 and older saying they have a "great deal" of confidence in organized religion, compared to 42% among those who are 30-49 years old and 32% of those between the ages of 18 and 29.

An earlier survey of *teen-agers* showed even fewer, 25%, saying they have a "great deal" of confidence in the church or organized religion.

Following is the question:

*"I am going to read you a list of institutions in American society. Would you tell me how much confidence you, yourself, have in each one — a great deal, quite a lot, some, or very little?"*

Following is the trend since 1977 in the proportion saying they have "a great deal" of confidence in the church or organized religion:

## HAVING 'A GREAT DEAL' OF CONFIDENCE IN CHURCH

|      |     |
|------|-----|
| 1980 | 44% |
| 1979 | 40  |
| 1977 | 38  |

An uptrend in positive attitudes is noted among both Protestants and Catholics, as seen in the following tables:

### — Responses of Protestants —

|      |     |
|------|-----|
| 1980 | 49% |
| 1979 | 46  |
| 1977 | 43  |

### — Responses of Catholics —

|      |     |
|------|-----|
| 1980 | 46% |
| 1979 | 37  |
| 1977 | 40  |

One of the most pronounced uptrends by groups is found among persons with college training, as seen in the following table:

## HAVING 'A GREAT DEAL' OF CONFIDENCE IN CHURCH

### — Persons with college training —

|      |     |
|------|-----|
| 1980 | 39% |
| 1979 | 33  |
| 1977 | 26  |

## PUBLIC CONFIDENCE IN 10 KEY INSTITUTIONS (Percent saying "great deal" or "quite a lot")

|                                  | 1980 | 1979 | 1977 | 1975 | 1973 |
|----------------------------------|------|------|------|------|------|
| The church or organized religion | 66%  | 65%  | 64%  | 68%  | 66%  |
| Banks and banking                | 60   | 60   | *    | *    | *    |
| The military                     | 52   | 54   | 57   | 58   | *    |
| The public schools               | 51   | 53   | 54   | *    | 58   |
| The U.S. Supreme Court           | 47   | 45   | 46   | 49   | 44   |
| Newspapers                       | 42   | 51   | *    | *    | 39   |
| Organized labor                  | 35   | 36   | 39   | 38   | 30   |
| Congress                         | 34   | 34   | 40   | 40   | 42   |
| Television                       | 33   | 38   | *    | *    | 37   |
| Big business                     | 29   | 32   | 33   | 34   | 26   |

\* Not asked

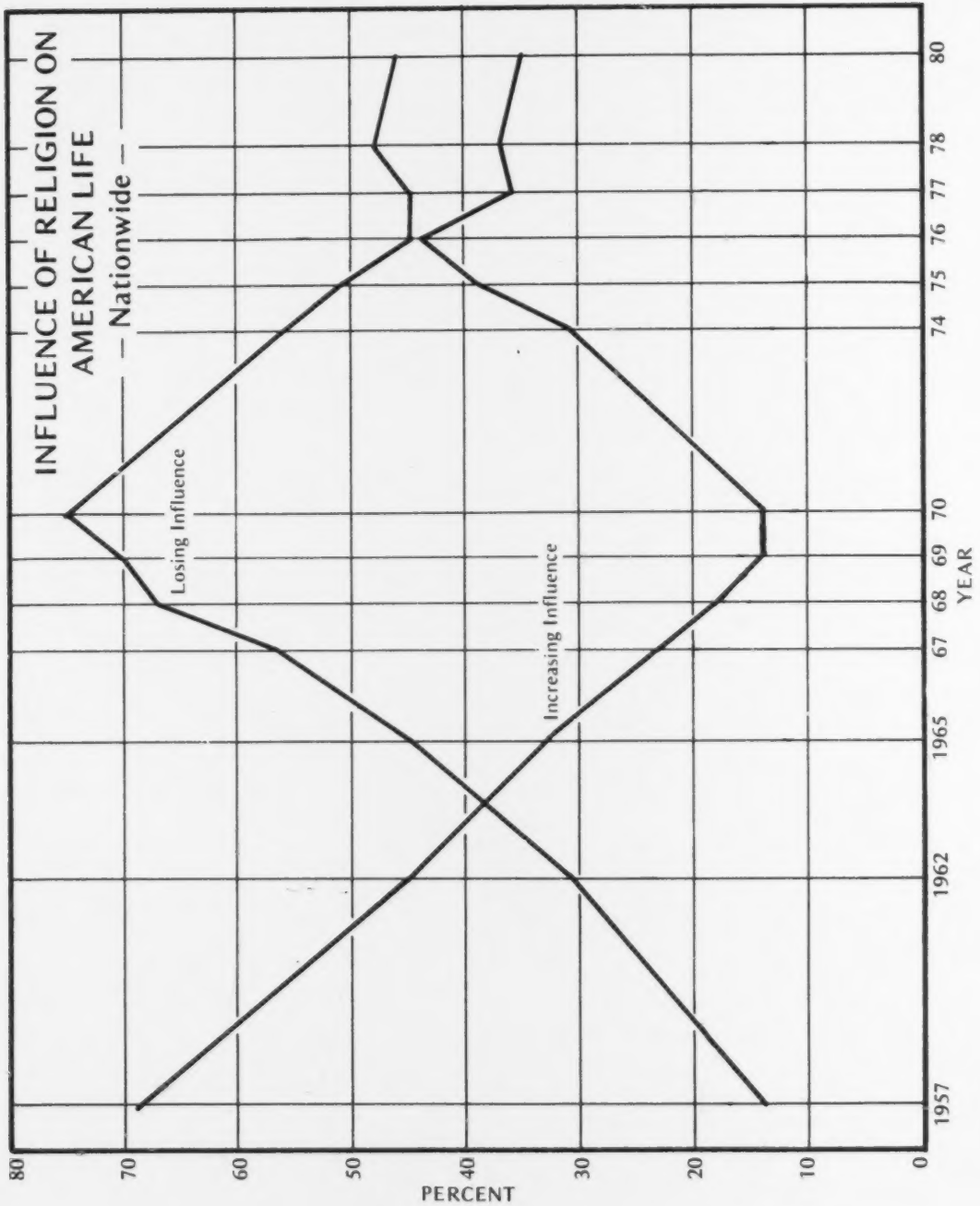
**PERCENT EXPRESSING 'A GREAT DEAL' OF CONFIDENCE  
IN THE CHURCH OR ORGANIZED RELIGION  
(1980 RESULTS)**

|                                | Great<br>deal | Quite<br>a lot | Some | Very<br>little | None | Don't<br>know |
|--------------------------------|---------------|----------------|------|----------------|------|---------------|
| NATIONAL . . . . .             | 44%           | 22%            | 20%  | 8%             | 3%   | 3%            |
| Men . . . . .                  | 40            | 23             | 22   | 9              | 3    | 3             |
| Women . . . . .                | 48            | 21             | 18   | 8              | 2    | 3             |
| East . . . . .                 | 35            | 28             | 24   | 9              | 3    | 1             |
| Midwest . . . . .              | 52            | 21             | 16   | 7              | 1    | 3             |
| South . . . . .                | 50            | 19             | 16   | 9              | 2    | 4             |
| West . . . . .                 | 36            | 18             | 26   | 10             | 6    | 4             |
| Under 30 years . . . . .       | 32            | 27             | 27   | 8              | 4    | 2             |
| 30-49 years . . . . .          | 42            | 20             | 19   | 13             | 3    | 3             |
| 50 & over . . . . .            | 55            | 20             | 16   | 4              | 2    | 3             |
| College . . . . .              | 39            | 25             | 22   | 11             | 1    | 2             |
| High school . . . . .          | 45            | 22             | 20   | 8              | 3    | 2             |
| Grade school . . . . .         | 51            | 17             | 15   | 6              | 5    | 6             |
| Protestants . . . . .          | 49            | 21             | 20   | 6              | 1    | 3             |
| Catholics . . . . .            | 46            | 25             | 21   | 7              | 1    | *             |
| Church members . . . . .       | 54            | 23             | 16   | 4              | 1    | 2             |
| Non-members . . . . .          | 22            | 19             | 30   | 18             | 7    | 4             |
| Regular church-goers . . . . . | 63            | 22             | 10   | 2              | 1    | 2             |
| Non-regular . . . . .          | 30            | 22             | 28   | 13             | 4    | 3             |

\* Less than one percent

The above table shows the latest results by major population groups, based on in-person interviews with 1,593 adults, 18 and older, interviewed in person in more than 300 scientifically-selected localities across the nation during the period October 10-13, 1980.

**F. Influence of Religion  
on American Life**



The weight of current opinion among American adults is that religion is losing its influence on American life, with 46 percent currently holding this view compared to 35 percent who feel that religion is increasing its influence. Another 11 percent feel that religion is neither increasing nor losing its impact, while eight percent do not express an opinion.

While the proportion of Americans who believe that religion is losing its influence in American society has changed little since the mid-seventies, this proportion is far lower today than at the beginning of the 1970s. A survey in 1970 showed the percentage saying "losing" at a 23-year high point of 75 percent, culminating a steady uptrend since 1957 when the figure was 14 percent.

### PERCEPTIONS MATCH ATTENDANCE TREND

It is important to bear in mind that the survey figures represent public *perceptions*. At the same time, however, a comparison of trends over the last quarter century shows that the public's perceptions regarding the influence of religion closely match attendance at church or synagogue.

For example, church attendance trended downward between the late 1960s and early 1970s when it tended to level out.

Following is the question that has been asked in 13 surveys since 1957:

### QUESTION ASKED SINCE 1957

*At the present time, do you think religion as a whole is increasing its influence on American life or losing its influence?*

Of considerable interest is the fact that the proportion saying religion is "losing" its influence differs little on the basis of age, region of the nation, sex, and educational level. Nor is much difference found between the views of Protestants and Catholics.

Regular churchgoers, however, are somewhat less inclined than are non-churchgoers or irregular attenders to say that religion is losing its influence on American life, as seen in the following table:

### INFLUENCE OF RELIGION ON AMERICAN LIFE

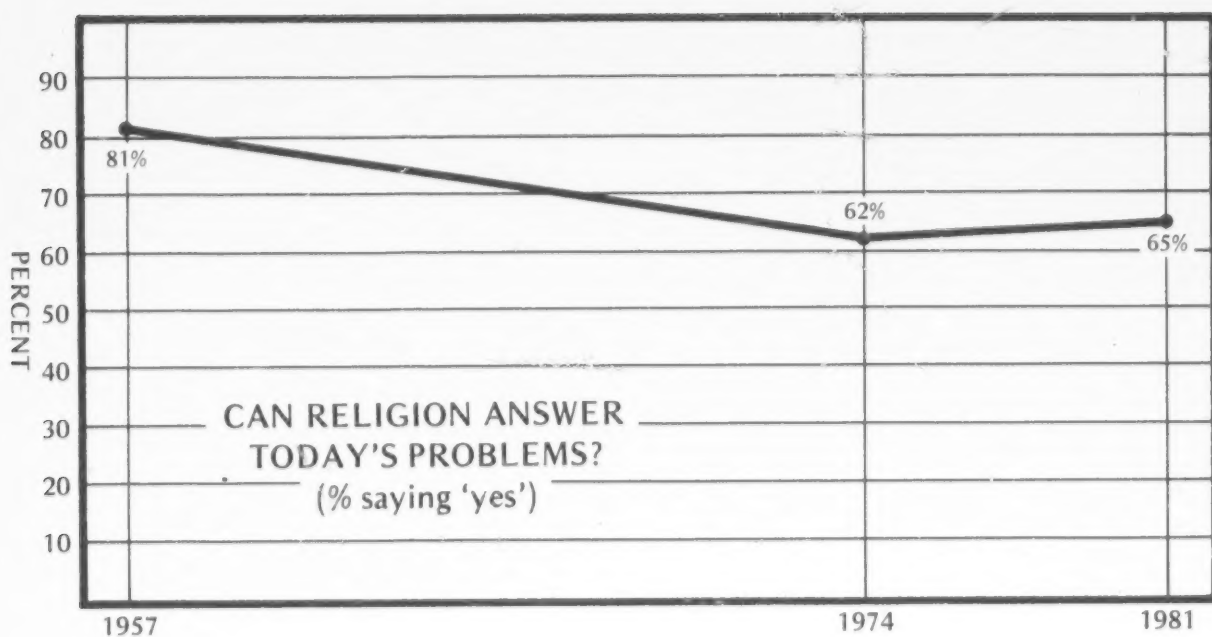
|                                   | Losing | Increasing | Same | Don't know |
|-----------------------------------|--------|------------|------|------------|
| NATIONAL . . . . .                | 46%    | 35%        | 11%  | 8%         |
| 18-24 years . . . . .             | 49     | 35         | 9    | 7          |
| 25-29 years . . . . .             | 46     | 41         | 11   | 2          |
| 30-49 years . . . . .             | 44     | 36         | 13   | 7          |
| 50 and older . . . . .            | 47     | 33         | 9    | 11         |
| East . . . . .                    | 48     | 31         | 16   | 5          |
| Midwest . . . . .                 | 45     | 30         | 10   | 7          |
| South . . . . .                   | 47     | 36         | 9    | 8          |
| West . . . . .                    | 44     | 35         | 8    | 13         |
| Men . . . . .                     | 48     | 30         | 12   | 10         |
| Women . . . . .                   | 45     | 40         | 9    | 6          |
| College background . . . . .      | 45     | 38         | 11   | 6          |
| High school . . . . .             | 46     | 36         | 11   | 7          |
| Grade school . . . . .            | 48     | 26         | 11   | 16         |
| Protestants . . . . .             | 46     | 38         | 9    | 7          |
| Catholics . . . . .               | 48     | 34         | 11   | 7          |
| Regular churchgoers . . . . .     | 43     | 40         | 10   | 7          |
| Non-regular churchgoers . . . . . | 49     | 30         | 12   | 9          |

Following is the full trend. The proportions saying "the same" or "don't know" are not included in the table.

### INFLUENCE OF RELIGION ON AMERICAN LIFE

|                | Losing | Increasing |
|----------------|--------|------------|
| 1957 . . . . . | 14%    | 69%        |
| 1962 . . . . . | 31     | 45         |
| 1965 . . . . . | 45     | 33         |
| 1967 . . . . . | 57     | 23         |
| 1968 . . . . . | 67     | 18         |
| 1969 . . . . . | 70     | 14         |
| 1970 . . . . . | 75     | 14         |
| 1974 . . . . . | 56     | 31         |
| 1975 . . . . . | 51     | 39         |
| 1976 . . . . . | 45     | 44         |
| 1977 . . . . . | 45     | 36         |
| 1978 . . . . . | 48     | 37         |
| 1980 . . . . . | 46     | 35         |

**G. Ability of Religion  
to Answer Problems**



The proportion of Americans who say religion can answer today's problems has levelled out in the latest survey, after a sharp decline between the years 1957 and 1974 in the percentage who held this view.

Currently, 65% say religion can answer all or most of our present problems, while 15% feel that religion is "largely old-fashioned and out of date" and 20% do not express an opinion.

Between 1957 and 1974, the proportion who believed religion provided answers for contemporary problems fell from 81% to 62%, a period during which other key indicators of religious behavior and attitudes registered a decline. As seen, the current figure represents a marginal increase over the 1974 figure.

The uptrend since 1974 in those seeing religion as relevant in today's world is most marked among persons with a college background (5-point increase) and among Catholics (a 6-point-gain) and those 50 and over (7 points). Between 1957 and 1974 the decline had been sharpest among persons with a college background — a decline of 26 points.

## RELATIONSHIP TO HAPPINESS?

Analysis of the current results reveals that persons in the survey who feel that religion can answer today's problems are considerably more likely to say they are "very happy" than are persons who believe religion is outmoded.

Following is the question asked to determine the public's views on religion and the problems of the day:

"Do you believe that religion can answer all or most of today's problems, or is it largely old-fashioned and out of date?"

Here is a comparison of the latest findings with those recorded in the earlier survey:

|                       | 1957 | 1974 | 1981 |
|-----------------------|------|------|------|
| Can answer . . . . .  | 81%  | 62%  | 65%  |
| Out of date . . . . . | 7    | 20   | 15   |
| No opinion . . . . .  | 12   | 18   | 20   |

Here is the trend since 1957 on the basis of age groups, religious preference, education, and sex:

|                          | 1957 | 1974 | 1981 |
|--------------------------|------|------|------|
| NATIONAL . . . . .       | 81%  | 62%  | 65%  |
| Under 30 years . . . . . | 64   | 55   | 58   |
| 30-49 years . . . . .    | 60   | 64   | 60   |
| 50 and older . . . . .   | 79   | 66   | 73   |
| Protestants . . . . .    | 83   | 70   | 72   |
| Catholics . . . . .      | 83   | 58   | 64   |

|                              |    |    |    |
|------------------------------|----|----|----|
| College background . . . . . | 78 | 52 | 57 |
| High school . . . . .        | 83 | 63 | 67 |
| Grade school . . . . .       | 79 | 73 | 73 |
| Men . . . . .                | 75 | 54 | 58 |
| Women . . . . .              | 86 | 70 | 71 |

And here is the table showing the relationship between those who say they are very happy and those who say religion can solve most of the present problems in today's world:

|                                            | Very Happy | Fairly Happy | Not too Happy | No Opin. |
|--------------------------------------------|------------|--------------|---------------|----------|
| Religion can answer today's problems . . . | 49%        | 43%          | 8%            | *%       |
| Religion is out-of-date . .                | 31         | 56           | 12            | 1        |

\* Less than one percent

## TEENAGERS LESS LIKELY TO SAY RELIGION HAS ANSWERS

A Gallup Youth Survey recently reported that 57% of teens feel that religion is relevant today, while 32% maintained that it is outmoded. Another 11% do not express an opinion.

Somewhat greater skepticism about religion's ability to help people cope with their everyday problems is expressed by teenage boys, whites, teens from white-collar occupational backgrounds, those whose parents were college-educated, Catholics and teens living in the East and West.

## 1,609 ADULTS INTERVIEWED

In the latest survey, a total of 1,609 adults, 18 and older, were interviewed in more than 300 scientifically selected localities across the nation during the period January 30-February 2.

For results based on a sample of this size, one can say with 95 percent confidence that the error attributable to sampling and other random effects could be three percentage points in either direction.

Following is the question asked to determine the public's views on religion and the problems of the day:

"Do you believe that religion can answer all or most of today's problems, or is it largely old-fashioned and out of date?"

### **III. RELIGION AND POLITICS**

Much attention in the 1980 presidential campaign focused on the role of religion in politics. In a series of national surveys conducted last fall, the Gallup Poll probed key dimensions of this topic:

1. *What is the nature of the "evangelical vote"?*
2. *How do voters feel about religious groups that actively work for the defeat of candidates who don't agree with their position on certain issues?*
3. *What are current attitudes toward the Moral Majority?*

One of the unique aspects of the 1980 presidential race was the fact that all three of the leading contenders — Carter, Reagan, and Anderson — consider themselves "born again" evangelical Christians.

On balance, being identified as an evangelical is more a political asset than a liability. A large majority of non-evangelicals (78 percent) indicate that their preference is not influenced by whether a presidential candidate is an evangelical or else have no opinion on the issue. And those preferring an evangelical are equal in number to those who say they are *less* likely to vote for such a candidate (11 percent in each case).

In contrast, the views of the nation's evangelicals are decidedly pro-evangelical, with 55 percent saying they would be more likely to vote for a candidate with evangelical beliefs, only two percent against. A total of 43 percent say it would make no difference or have no opinion.

Nationally, roughly twice as many (19 percent) say they would be more likely to vote for an evangelical presidential nominee as say they would be less likely to vote for him (nine percent).

### Profile of Evangelicals

A "profile" of evangelicals shows that certain groups are overrepresented in their ranks: women, non-whites, persons with less than a college education, Southerners, older people, Protestants, rural residents, and the less well-to-do.

Despite the fact that evangelicals tend to a greater degree than non-evangelicals to be found in population groups which have a poor record of voter participation, the percentages of evangelicals currently registered to vote and who indicate a likelihood of voting closely parallel the percentages recorded for non-evangelicals.

Evangelicals tend to be politically more Democratic than non-evangelicals and, at the same time, more conservative ideologically. Nearly six in 10 (57 percent) of evangelicals, for example, describe themselves as Democrats compared to 47 percent for non-evangelicals. And in response to the question of which party they would like to see win in their congressional district, 63 percent of evangelicals say the Democrats as compared to 56 percent of non-evangelicals.

Evangelicals lean slightly more to the right or conservative point of view than do non-evangelicals, although not to the degree sometimes thought. For example, 37 percent of evangelicals describe themselves as right-of-center compared to 29 percent for non-evangelicals.

### Few Aware Reagan, Anderson Are Evangelicals

More voters (51 percent) in an August survey were aware that Carter considers himself a born-again Christian than knew that Reagan and Anderson also place themselves in the evangelical wing of Christianity. Only 14 percent and 11 percent, respectively, knew that Reagan and Anderson consider themselves evangelical Christians.

And even among evangelicals themselves, only 21 percent and 11 percent, were aware that these two candidates are evangelicals, whereas 72 percent were aware of Carter's evangelical background.

### Definition of 'Evangelical'

Evangelicals in the surveys were defined as those with three basic characteristics:

- 1) they describe themselves as "born-again Christians," or say they have had a "born-again" experience;
- 2) they have encouraged other people to believe in Jesus Christ;
- 3) they believe in a literal interpretation of the Bible.

Classifying the evangelical segment simply on the basis of the survey respondent's claiming to have been born again, a definition which is sometimes used, is too broad. This is only one of the key elements involved, albeit the most important.

About one-fifth (19 percent) of the total national sample answered affirmatively to all three questions — approximately 30 million adults (based on the latest U.S. Census data). This proportion closely parallels the percentage found in a major study conducted for the magazine *Christianity Today* — "Evangelical Christianity in the United States."

Here are the questions and results:

*Aside from how you feel about a presidential candidate in other respects, would you be more likely to vote for a candidate who considers himself a "born again" evangelical Christian, less likely to do so, or wouldn't it make any difference either way?*

\* \* \* \* \*

*Is your name now recorded in the registration book of the precinct or election district where you now live?*

\* \* \* \* \*

*If the elections for Congress were being held today, which party would you like to see win in this Congressional district, the Democratic party or the Republican party? IF NO OPINION: As of today, do you lean more to the Democratic party or to the Republican party?*

\*\*\*\*\*

*People who are conservative in their political views are referred to as being right of center and people who are liberal in their political views are referred to as being left of center. Which of these categories (respondents were handed a card listing eight categories) best describes your own political position?*

\*\*\*\*\*

*Do you happen to know whether or not these men consider themselves to be 'born-again' evangelical Christians?*

\*\*\*\*\*

*Would you say that you have been born again or have had a born-again experience — that is, a turning point in your life when you committed yourself to Christ?*

\*\*\*\*\*

*Have you ever tried to encourage someone to believe in Jesus Christ or to accept Him as his or her Saviour?*

\*\*\*\*\*

*Which of these statements comes closest to describing your feelings about the Bible? (Respondents were shown a card with the following statements.)*

A. The Bible is the actual word of God and is to be taken literally, word for word.

B. The Bible is the inspired word of God but not everything in it should be taken literally, word for word.

C. The Bible is an ancient book of fables, legends, history, and moral precepts recorded by men.

Here are the results:

- Have been born again or had born-again conversion ..... 38%
- Encouraged someone to accept Christ ..... 44
- Believe in literal interpretation of Bible ..... 40

Answered affirmatively to all three questions: ..... 19%

## EVANGELICALS NOT MONOLITHIC IN VIEWS

Contrary to the prevailing view, the opinions of evangelicals are similar to those of non-evangelicals on a number of key voter issues. Evangelicals are by no means monolithic in their views, as indicated by their

opinions on nine voter issues.

For example, evangelicals and non-evangelicals have similar attitudes toward gun registration, building more nuclear power plants, the death penalty for murder, and government social programs.

Furthermore, the differences on other key issues are perhaps not so great as might be expected. For example, 66 percent of non-evangelicals favor the ERA, but so do a 53 percent majority of evangelicals. When it comes to increased defense spending, 68 percent of non-evangelicals and 78 percent of evangelicals are in favor of stepping up spending for the military.

In the case of issues related to personal morality and religion, major differences are found between evangelicals and non-evangelicals.

For example, half the proportion of evangelicals as non-evangelicals favor allowing homosexuals to teach in the public schools.

On the focal issue of banning abortions, 29 percent of non-evangelicals express support for such action while 41 percent of evangelicals do so — a pronounced difference, but, again, perhaps less than one might expect.

The sharpest divergence is found in regard to prayer in the schools. Even when the issue is posed in terms of *requiring* prayer (The Supreme Court ruled that public schools may not *sponsor* prayers), the vast majority of evangelicals (81 percent) vote in support while 54 percent of non-evangelicals do so.

Following is the question asked in an August, 1980 survey:

*This card lists various proposals being discussed in this country today. Would you tell me whether you generally favor or generally oppose each of these proposals.*

|                                                                | Voter Issues<br>(Percent Favoring) |                  |
|----------------------------------------------------------------|------------------------------------|------------------|
|                                                                | Evangelicals                       | Non-evangelicals |
| Issues on which opinion is very close:                         |                                    |                  |
| Registration of all firearms .....                             | 57%                                | 58%              |
| Death penalty for persons convicted of murder .....            | 51                                 | 53               |
| More nuclear power plants .....                                | 41                                 | 42               |
| Govt. social programs as a way to deal with social problems .. | 54                                 | 52               |
| Issues on which opinion is fairly close:                       |                                    |                  |
| The ERA .....                                                  | 53                                 | 66               |
| A ban on all abortions .....                                   | 41                                 | 29               |
| Increased spending for defense ..                              | 78                                 | 68               |
| Issues on which opinion differs widely:                        |                                    |                  |
| Requiring prayer in public schools .....                       | 81                                 | 54               |
| Allowing homosexuals to teach in public schools .....          | 15                                 | 31               |

Here are the results of other questions asked in these surveys:

**More Likely — or Less Likely to  
Vote for an Evangelical?**

|                       | National | Evangelicals | Non - evan-<br>gelicals |
|-----------------------|----------|--------------|-------------------------|
| More likely . . . . . | 19%      | 55%          | 11%                     |
| Less likely . . . . . | 9        | 2            | 11                      |
| No difference . . . . | 66       | 38           | 72                      |
| No opinion . . . . .  | 6        | 5            | 6                       |

*Is your name now recorded in the registration book of the precinct or election district where you now live?*

**Registered/Likely to Vote**

|                      | National | Evangelicals | Non - evan-<br>gelicals |
|----------------------|----------|--------------|-------------------------|
| Registered . . . . . | 70%      | 73%          | 69%                     |
| Likely to vote . . . | 53       | 54           | 54                      |

*If the elections for Congress were being held today, which party would you like to see win in this Congressional district, the Democratic party or the Republican party? As of today, do you lean more to the Democratic party or to the Republican party?*

The results, based on registered voters:

**Vote for Congress**

|                      | National | Evangelicals | Non - evan-<br>gelicals |
|----------------------|----------|--------------|-------------------------|
| Democrat . . . . .   | 55%      | 63%          | 56%                     |
| Republican . . . . . | 39       | 29           | 35                      |
| Independent . . . .  | 6        | 8            | 9                       |

*In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?*

**Political Affiliation**

|                      | National | Evangelicals | Non - evan-<br>gelicals |
|----------------------|----------|--------------|-------------------------|
| Democrat . . . . .   | 49%      | 57%          | 47%                     |
| Republican . . . . . | 24       | 23           | 24                      |
| Independent . . . .  | 27       | 20           | 29                      |

*People who are conservative in their political views are referred to as being right of center and people who are liberal in their political views are referred to as being left of center. Which of these categories (respondents*

*were handed a card listing eight categories) best describes your own political position?*

**Own Political Philosophy  
(Summary)**

|                      | National | Evangelicals | Non - evan-<br>gelicals |
|----------------------|----------|--------------|-------------------------|
| Left of center . . . | 22%      | 20%          | 23%                     |
| Middle-of-road . .   | 37       | 31           | 38                      |
| Right of center . .  | 31       | 37           | 29                      |
| Don't know . . . .   | 10       | 12           | 10                      |

*Do you happen to know whether or not these men consider themselves to be 'born-again' evangelical Christians?*

|                    | National | Evangelicals | Non - evan-<br>gelicals |
|--------------------|----------|--------------|-------------------------|
| Carter:            |          |              |                         |
| Yes, he does . . . | 51%      | 72%          | 47%                     |
| No, he does not    | 12       | 7            | 13                      |
| Don't know . . .   | 37       | 21           | 40                      |
| Reagan:            |          |              |                         |
| Yes, he does . . . | 14       | 21           | 12                      |
| No, he does not    | 26       | 18           | 28                      |
| Don't know . . .   | 60       | 61           | 60                      |
| Anderson:          |          |              |                         |
| Yes, he does . . . | 11       | 11           | 11                      |
| No, he does not    | 20       | 13           | 22                      |
| Don't know . . .   | 69       | 76           | 67                      |

**VOTERS NOT WANT TO  
BE TOLD HOW TO VOTE**

Efforts of religious leaders to tell voters which presidential candidate they should or should not vote for do not sit well with the majority of American voters, judging from the following survey evidence:

By a 2-to-1 margin, voters say it is wrong for religious groups to actively work for the defeat of candidates who don't agree with their position on certain issues.

Here is the question:

*Certain religious groups are actively working for the defeat of political candidates who don't agree with their position on certain issues. Do you think they are right or wrong to do this?*

Church members and regular church-goers are somewhat more inclined than are non-church members and non-churchgoers to say it is right for religious groups to follow this practice. However, majorities of the more religiously active public oppose the interference of religious groups in political activities.

Here are the findings:

| Campaign Against Candidates |            |            |                |
|-----------------------------|------------|------------|----------------|
|                             | Right<br>% | Wrong<br>% | Undecided<br>% |
| NATIONAL . . . . .          | 28         | 60         | 12             |
| Catholics . . . . .         | 32         | 57         | 11             |
| Protestants . . . . .       | 28         | 62         | 10             |
| Supporters of:              |            |            |                |
| Reagan-Bush . . . . .       | 30         | 59         | 11             |
| Carter-Mondale . . . . .    | 26         | 62         | 12             |
| Anderson-Lucey . . . . .    | 30         | 61         | 9              |
| Church members . . . . .    | 31         | 58         | 11             |
| Non-members . . . . .       | 21         | 64         | 15             |
| Attend church regularly . . | 33         | 54         | 13             |
| Do not attend regularly . . | 23         | 65         | 12             |

While the public overwhelmingly believes it is wrong for religious groups to work actively for the defeat of candidates who don't agree with their position on certain issues, the view of at least half the U.S. public, as determined by a survey conducted for *Christianity Today* by the Gallup Organization, Inc., is that it is "very" or "fairly" important for religious organizations to make public statements on political and economic matters as to what they feel would be consonant with the will of God.

## ATTITUDES TOWARD THE MORAL MAJORITY

Another national survey sought to find out the level of public awareness of and attitudes toward the Moral Majority, the fundamentalist political movement started by the Rev. Jerry Falwell, which some political observers believe was largely responsible for the defeat of certain key members of Congress in the November elections. The Moral Majority, which claimed last October that it had registered 4 million new fundamentalist voters nationally, gave candidates "morality ratings" according to their stand on issues ranging from abortion to SALT II.

The efforts of the Moral Majority and other conservative Christian groups to mobilize a Christian vote in the 1980 presidential campaign have drawn sharp criticism from certain quarters. The most serious charge made against these religious activists is that they violate the constitutional principle of separation of church and state.

## AWARENESS LEVEL IS CURRENTLY LOW

Less than half the sample (40%) have heard or read about the Moral Majority, while even fewer — 26% of

the total sample — are familiar with the objectives and goals of this organization.

Among the latter "informed" group, disapproval outweighs approval 13 to 8%, with 5% undecided.

While a relatively small proportion of the public is supportive of the Moral Majority, it should be noted that the 8% in favor projects to 12 or 13 million adults nationally, a number large enough when distributed among the states to be decisive in close congressional races.

Republicans and those who voted for Ronald Reagan are far more likely to hold favorable opinions of the Moral Majority than are Democrats and those who voted for President Jimmy Carter.

Church members, regular churchgoers, those who watch religious television programs, and persons who say religion plays an important role in their lives are more favorably disposed toward the Moral Majority than are their opposite numbers. Southerners are found to be more receptive to the Moral Majority than are persons living in other parts of the country.

Here is the first question asked:

*Have you heard or read about an organization called the Moral Majority?*

A total of 40% replied affirmatively. This group was then asked:

*From what you know about it, how would you describe the Moral Majority. For example, what are its objectives and what does it stand for?*

Judging from their responses to the above question, 26% of the public can be considered "informed" about the Moral Majority. This group was then asked:

*In general would you say that you mostly approve or mostly disapprove of the Moral Majority?*

Following are the results, based on the total sample:

| Rating of Moral Majority           |      |
|------------------------------------|------|
| Approve . . . . .                  | 8%   |
| Disapprove . . . . .               | 13   |
| No opinion . . . . .               | 5    |
| Total informed . . . . .           | 26%  |
| Total unaware/uninformed . . . . . | 74%  |
| Total sample . . . . .             | 100% |

The table on the following page shows current attitudes toward the Moral Majority, based on "informed" opinion:

The following table gives a profile of U.S. evangelicals, based on the combined results of two successive surveys:

**PROFILE OF EVANGELICALS**  
(Percent of population)

|                                     | Percentage of<br>Evangelicals<br>% |
|-------------------------------------|------------------------------------|
| NATIONAL . . . . .                  | 19                                 |
| Women . . . . .                     | 22                                 |
| Men . . . . .                       | 15                                 |
| Non-whites . . . . .                | 36                                 |
| Whites . . . . .                    | 16                                 |
| Grade school . . . . .              | 30                                 |
| High school . . . . .               | 19                                 |
| College . . . . .                   | 12                                 |
| South . . . . .                     | 33                                 |
| Midwest . . . . .                   | 16                                 |
| West . . . . .                      | 13                                 |
| East . . . . .                      | 10                                 |
| Southern Democrats . . . . .        | 39                                 |
| Republicans . . . . .               | 22                                 |
| Northern Democrats . . . . .        | 15                                 |
| Independents . . . . .              | 14                                 |
| Catholics . . . . .                 | 28                                 |
| Protestants . . . . .               | 6                                  |
| Baptist group of churches . . . . . | 42                                 |
| Methodist group . . . . .           | 18                                 |
| Lutheran group . . . . .            | 16                                 |
| Presbyterian group . . . . .        | 10                                 |
| Episcopalians . . . . .             | 4                                  |
| 50 and older . . . . .              | 22                                 |
| 30-49 years . . . . .               | 19                                 |
| 25-29 years . . . . .               | 15                                 |
| 18-24 years . . . . .               | 13                                 |
| Clerical & sales . . . . .          | 25                                 |
| Manual workers . . . . .            | 21                                 |
| Non-Labor force . . . . .           | 21                                 |
| Professional & business . . . . .   | 11                                 |
| Under 2,500, rural . . . . .        | 26                                 |
| 2,500 — 49,999 . . . . .            | 20                                 |
| 50,000 — 499,999 . . . . .          | 17                                 |
| 500,000 — 999,999 . . . . .         | 14                                 |
| 1,000,000 & over . . . . .          | 14                                 |

# APPROVAL OF MORAL MAJORITY

(Views of "Informed" Group)

|                                                                   | Total<br>informed<br>% | Approve<br>% | Disapprove<br>% | No opinion<br>% |
|-------------------------------------------------------------------|------------------------|--------------|-----------------|-----------------|
| NATIONAL . . . . .                                                | 26                     | 8            | 13              | 5               |
| — Church Attendance —                                             |                        |              |                 |                 |
| Regular churchgoers . . . . .                                     | 30                     | 12           | 12              | 6               |
| Not regular churchgoers . . . . .                                 | 23                     | 5            | 14              | 4               |
| — Church Membership —                                             |                        |              |                 |                 |
| Church members . . . . .                                          | 26                     | 9            | 12              | 5               |
| Non-members . . . . .                                             | 24                     | 4            | 16              | 4               |
| — Importance of Religion —                                        |                        |              |                 |                 |
| Say religion is "very" important in their lives . . . . .         | 27                     | 10           | 11              | 6               |
| Say "fairly" important . . . . .                                  | 20                     | 6            | 11              | 3               |
| Say "not very" important . . . . .                                | 38                     | 3            | 30              | 5               |
| — TV Viewing —                                                    |                        |              |                 |                 |
| Have watched religious TV programs in<br>last 12 months . . . . . | 27                     | 10           | 13              | 4               |
| Have not . . . . .                                                | 25                     | 6            | 14              | 5               |
| — Past Presidential Vote —                                        |                        |              |                 |                 |
| Voted for Reagan . . . . .                                        | 35                     | 15           | 12              | 8               |
| Voted for Carter . . . . .                                        | 29                     | 6            | 20              | 3               |
| — Political Affiliation —                                         |                        |              |                 |                 |
| Republicans . . . . .                                             | 32                     | 13           | 12              | 7               |
| Democrats . . . . .                                               | 20                     | 4            | 14              | 2               |
| Independents . . . . .                                            | 31                     | 9            | 16              | 6               |
| — Religious Preference —                                          |                        |              |                 |                 |
| Protestants . . . . .                                             | 27                     | 9            | 13              | 5               |
| Catholics . . . . .                                               | 20                     | 5            | 11              | 4               |
| — Sex of Respondent —                                             |                        |              |                 |                 |
| Men . . . . .                                                     | 28                     | 9            | 14              | 5               |
| Women . . . . .                                                   | 24                     | 6            | 13              | 5               |
| — Education Level —                                               |                        |              |                 |                 |
| College education . . . . .                                       | 49                     | 11           | 28              | 10              |
| High school or less . . . . .                                     | 16                     | 6            | 7               | 3               |
| — Age Groups —                                                    |                        |              |                 |                 |
| 18-29 years old . . . . .                                         | 19                     | 4            | 11              | 4               |
| 30-49 years old . . . . .                                         | 31                     | 10           | 14              | 7               |
| 50 and older . . . . .                                            | 27                     | 9            | 15              | 3               |
| — Region —                                                        |                        |              |                 |                 |
| East . . . . .                                                    | 23                     | 5            | 14              | 4               |
| Midwest . . . . .                                                 | 23                     | 7            | 12              | 4               |
| South . . . . .                                                   | 27                     | 10           | 11              | 6               |
| West . . . . .                                                    | 33                     | 10           | 18              | 5               |

## **IV. IMPACT OF RELIGIOUS TV PROGRAMS**

THE 'ELECTRONIC CHURCH'

Much controversy has surrounded the so-called "electronic church," and particularly those religious programs involving TV and radio evangelists.

The electronic church has proved to be one of the most remarkable developments in American religion, with an estimated 1,400 religious radio stations, 35 religious TV stations and four religious TV networks currently in operation.

Some pastors have expressed concern that the electronic church will cause their members to decrease their involvement in local churches and will keep prospective members from joining a church.

Others worry about the effects of the electronic media on the quality of Christian life and feel that such programs can make religion too easy and comfortable, encourage individualized religion and undermine religious commitment. Still others object to what they consider the "show business" aspects of certain religious programs on radio and TV.

But defenders of the electronic church point out that religious programs on radio and television reach a vast number of people who might not be reached otherwise and, in fact, are the only way to contact many of the elderly, the infirm and the handicapped.

Other supporters of the use of the media to convey a religious message feel that such efforts raise the level of awareness of the unchurched and make them more likely to become involved in the community of active believers. Some evangelists, including Drs. Billy Graham and Robert Schuller, actively encourage their listeners to participate in the life of local churches.

IMPACT ON UNCHURCHED

Actually, a study on the unchurched American in 1978 showed that in a 30-day test period, three in 10 unchurched Americans said they had listened to or watched radio or TV programs produced by a religious organization. And as a result of watching or listening to these programs, one in seven of these persons said they considered becoming active in a church.

These findings are from a study conducted by the Gallup Organization, Inc., and the Princeton Religion Research Center for a coalition of 31 religious organizations coordinated through the National Council of Churches.

(The "unchurched" were defined as those who were not members of a church or synagogue or who had not attended church or synagogue in the previous six months, apart from weddings, funerals or special holidays such as Christmas, Easter or Yom Kippur.)

EVIDENCE FROM CURRENT SURVEY

The findings from the current survey show that as many as one-third of those who watch religious TV programs say that these programs have had an effect of one kind or another on their involvement in their local church and its activities over the last three years. And among these persons, opinion is heavily on the side that religious TV programs have INCREASED rather than LESSEned their local involvement.

The impact of the electronic church on religious beliefs, attitudes and practices calls for careful and detailed research. However, to gain some initial insight into the impact of religious TV on church involvement, the Gallup Poll in November asked the following question of people who said they had watched religious TV programs in the last 12 months (50 percent of the sample):

*"Would you say that religious television programs have increased your involvement in your local church and its activities over the last three years, or lessened your involvement?"*

Following are the results by key demographic groups:

EFFECT OF TV PROGRAMS ON LOCAL CHURCH INVOLVEMENT

(Based on viewers of religious TV programs)

|                                              | Increased | Lessened | No difference | Don't know |
|----------------------------------------------|-----------|----------|---------------|------------|
| NATIONAL . . . . .                           | 27 pct.   | 7 pct.   | 65 pct.       | 1 pct.     |
| Protestants . . . . .                        | 30        | 6        | 63            | 1          |
| Catholics . . . . .                          | 22        | 7        | 70            | 1          |
| Under 30 years . . . . .                     | 25        | 10       | 64            | 1          |
| 18-24 . . . . .                              | 25        | 13       | 60            | 2          |
| 25-29 . . . . .                              | 24        | 5        | 71            | *          |
| 30-49 . . . . .                              | 26        | 6        | 67            | 1          |
| 50 and over . . . . .                        | 29        | 7        | 63            | 1          |
| Church attenders . . . . .                   | 34        | 2        | 63            | 1          |
| Non-attenders . . . . .                      | 20        | 12       | 66            | 2          |
| Church members . . . . .                     | 29        | 6        | 64            | 1          |
| Non-members . . . . .                        | 20        | 10       | 68            | 2          |
| Religion is very important in life . . . . . | 32        | 5        | 62            | 1          |
| Fairly important . . . . .                   | 17        | 9        | 72            | 2          |
| Not at all important . . . . .               | 2         | 25       | 72            | 1          |

\* Less than one percent

In assessing the findings today, readers should bear in mind that survey respondents are referring to TV religious programs of a wide variety, including not only

programs that feature evangelicals preaching, but telecasts of religious services, crusades, religious talk shows, documentaries and dramatizations based on the Bible.

WHO ARE THE VIEWERS?

Among adults who have watched religious programs on TV, during the 12-month period tested, a high proportion are Protestants (particularly members of Baptist churches), older people, women, non-whites and those living in the South.

VIEWING OF RELIGIOUS TV  
IN 12-MONTH PERIOD

*"Have you watched any religious TV programs in the last 12 months?"*

PERCENT SAYING YES

|            |     |
|------------|-----|
| National   | 50% |
| Men        | 46  |
| Women      | 55  |
| East       | 42  |
| Midwest    | 50  |
| South      | 64  |
| West       | 42  |
| Married    | 52  |
| Single     | 41  |
| Widowed    | 59  |
| Divorced   | 50  |
| Whites     | 49  |
| Non-whites | 60  |

|                         |    |
|-------------------------|----|
| 18-24 years             | 41 |
| 25-29 years             | 46 |
| 30-49 years             | 48 |
| 50 & over               | 58 |
| College                 | 43 |
| High school             | 52 |
| Grade school            | 61 |
| Republicans             | 53 |
| Democrats               | 58 |
| Independents            | 41 |
| Protestants             | 59 |
| Roman Catholics         | 34 |
| Regular churchgoers     | 62 |
| Non-regular churchgoers | 43 |
| Church members          | 57 |
| Non-members             | 37 |
| Religion is             |    |
| Very important in life  | 64 |
| Fairly important        | 38 |
| Not very important      | 20 |
| Baptists                | 67 |
| Methodists              | 61 |
| Lutherans               | 47 |
| Presbyterians           | 50 |
| Episcopalians           | 44 |

## V. GIVING TO CHURCHES

The churches of America are facing severe financial problems, and the situation is not likely to change in the foreseeable future. Many churches have had to reduce their budgets, postpone planned repairs, dismiss staff members, and in some cases, even close their doors.

In the opinion of the American people, the nation will continue to experience, far into the future, an inflation and unemployment rate similar to today's.

The expenses churches must meet are going up much faster — in many cases — than income from contributions. And this, of course, is the way to get into financial difficulties.

Many observers believe that churches must run hard just to stay in place. Exacerbating the situation is a continuing rate of decline in church membership among certain denominations, since every lost church member represents a loss of a significant amount of revenue — close to \$200, on the average, according to one estimate (in 1979 the per capita, full-member contribution amounted to \$197.44 according to information published in the *1981 Yearbook of American and Canadian Churches*, compiled by the National Council of the Churches of Christ in the U.S.A., with approximately one-fifth of this contribution being used for benevolences and four-fifths kept for operating the member's local church. These results are based on 44 Protestant denominations accounting for approximately 30% of total U.S. church membership).

Constant K. Jaquet, Editor of the *Yearbook of American and Canadian Churches*, acknowledging that church attendance has a direct influence on giving, says that the declines experienced in church-going during recent years have been, nevertheless, more than offset by the increases in giving by those who do attend regularly.

In the light of the present economic scene, Jaquet highlights the financial plight of the churches:

The 1980s will probably be a period of relatively high inflation and, for most mainline Protestant communions, predictions are that church membership will continue to decline slowly. A higher per capita gift per member is expected each year with total giving for denominational support being under pressure to keep pace with inflationary increases.

The purpose of this section on giving to churches and other religious organizations is two-fold: (1) to present you with certain key facts about American giving habits, and (2) to suggest steps that can be taken to increase the level of giving to your church or synagogue.

According to GIVING USA, 1980 Annual Report, published by the American Association of Fund-Raising

Counsel, Inc., Americans contributed a record \$22.15 billion to religious causes, institutions and agencies during 1980 — more than three times the amount given to any other segment of the philanthropic community. The Association states that contributions to religion rose by 10.2 percent from 1979.

But while giving to religion continued to reach new record levels, and the religion category of philanthropy maintained its historical position as the largest single segment of charitable contributions, there is cause for concern.

Many of those close to the religious communities in America fear that inflation is taking a greater toll among religious organizations than among some other charitable groups.

The National Council of Churches reported that recent studies show a change in the allocation of some religious contributions. The Council said, for example, that one impact of inflation has been a trend among churches to direct contributions toward local and regional programs, rather than national-level programs.

## U.S. FAMILIES GAVE \$239 TO RELIGIOUS ORGANIZATIONS

Two of every three American families and single adults (69 pct.) contributed to religious organizations in 1978. On the average, American families gave \$239 to religious organizations out of a total average donation of \$358 to all charitable organizations. These results are based on a Gallup survey conducted for CONVO (Coalition of National Voluntary Organizations).

The largest number of families made donations to religious organizations (69 pct.) and to health organizations other than hospitals and medical centers (66 pct.). However, the average donation made to religious organizations is considerably larger than the average donation made to health organizations: \$239 vs. \$38.

Roughly equal proportions of families made a donation to an education group (27 pct.) or a hospital (23 pct.) in 1978, while 49 percent report having given to other charities not specified in the study. The average donations given were \$16 (to hospitals), \$35 (to educational groups) and \$25 (to all other charities).

Sixteen percent report that they made no charitable donations in calendar year 1978. About one-third (34 pct.) of those sampled report that they gave between \$1 to \$100; 14 percent made donations of \$101-\$200; 17 percent gave \$201-\$500; and 19 percent donated more than \$500.

All persons in the survey were asked to respond to this question in a confidential self-administered questionnaire:

"Please record your best estimate of the amount that

you and your husband/wife gave in charitable donations in calendar year 1978 to each of the five types of organizations below. This should not include donations to political parties, donations for which you received some kind of service or product, or the donation of your own time."

The \$239 figure is higher than \$197.44 figure noted earlier because it applies to giving by *families* and covers religious organizations as a whole (not only churches).

All respondents were asked the amount of charitable donations they gave in 1978 to organizations or institutions in each of five categories:

1. Church and Religious Organizations
2. Educational Groups
3. Hospital and Medical Centers
4. Other Health Organizations
5. All Other Donations

#### EFFECT OF TAX LAWS?

Some have expressed concern that changing tax laws might result in a dramatic decline in charitable donations.

Since the 1940s when the standard tax deduction was introduced, there has been a steady decline in the proportion who itemize their tax return. The Gallup survey documented that at every income level, those who itemize their tax return give considerably more in charitable donations than those who do not itemize. For example, among those earning \$15,000-\$19,999, the average donation of itemizers was \$652, compared with an average \$222 among the non-itemizers.

#### ONE IN SIX TITHE

An important statistic is the proportion of people who tithe. A survey conducted for *Christianity Today* in 1978 showed that about one person in every six "tithes," or gives 10% or more of their income to the church or other religious organizations.

Older persons, those with less than a high school background and Southern Baptists are seen as the most likely to tithe. Among the last group, four in 10 give 10% or more of their income to their church or to other religious causes.

It is also important to note that one-fourth of all adults do not contribute *any* of their income to a church or religious organization. Among young adults, this proportion is as high as 44%.

The following table gives details:

#### PERCENTAGE OF INCOME CONTRIBUTED TO CHURCH

"What percentage of your income do you contribute to your church or other religious organization?"

|                              | 10% or more | 5-9% | Less than 5% | None | Don't know |
|------------------------------|-------------|------|--------------|------|------------|
| TOTAL . . . . .              | 16%         | 13%  | 33%          | 26%  | 12%        |
| Men . . . . .                | 15          | 12   | 34           | 31   | 8          |
| Women . . . . .              | 17          | 13   | 32           | 23   | 15         |
| Catholic . . . . .           | 8           | 14   | 46           | 21   | 11         |
| Protestant . . . . .         | 22          | 14   | 29           | 22   | 13         |
| Southern Baptist . . . . .   | 37          | 10   | 31           | 17   | 5          |
| Baptist . . . . .            | 28          | 14   | 29           | 20   | 9          |
| Methodist . . . . .          | 12          | 15   | 35           | 23   | 15         |
| Lutheran . . . . .           | 15          | 18   | 30           | 20   | 17         |
| 18-29 years . . . . .        | 10          | 7    | 31           | 44   | 8          |
| 30-49 years . . . . .        | 15          | 15   | 37           | 22   | 11         |
| 50 & older . . . . .         | 20          | 15   | 32           | 18   | 15         |
| College background . . . . . | 15          | 13   | 34           | 29   | 9          |
| High school . . . . .        | 15          | 13   | 34           | 27   | 11         |
| Grade school . . . . .       | 20          | 12   | 29           | 20   | 19         |
| East . . . . .               | 11          | 14   | 36           | 30   | 9          |
| Midwest . . . . .            | 13          | 18   | 32           | 23   | 14         |
| South . . . . .              | 27          | 9    | 31           | 21   | 12         |
| West . . . . .               | 10          | 9    | 33           | 37   | 11         |

(from study conducted for *Christianity Today* by the Gallup Organization, Inc. and The Princeton Religion Research Center.)

#### A SUCCESSFUL PROGRAM

The key to a successful stewardship program is careful planning; as religious observers have noted, growth in church membership is intentional — it does not just happen. Planning should include initial in-depth interviews of a small number of parishioners to probe such questions as: Why do people give? What is their potential level of giving? What would encourage them to give more?

Efforts should be made to determine the *motives* behind giving. Various surveys have indicated that among the most important motives for giving are: (1) a sense of religious commitment, including gratitude to God and (2) a recognition of specific needs. Furthermore, a campaign to win financial support or volunteer help in general will be most successful if the potential giver understands the goals of giving and feels they are meaningful; feels his giving and efforts will make a contribution toward these goals; and if the giver is recognized in some fashion.

## STEWARDSHIP

Many observers point out that financial giving should be seen in the total context of "stewardship." In an article written and published by The National Catholic Stewardship Council (Kansas City, Missouri), the Reverend David Sheldon writes:

One of the first things we have to keep in mind is that stewardship is a spiritual venture and not just some fund-raising scheme, though the increase in revenue will ordinarily be a by-product of stewardship. Stewardship is not so much a venture in money for the parish as it is an adventure in faith, in unswerving trust in divine providence, in love of God, on the part of the parishioners.

The Reverend Sheldon offers a definition of "stewardship:"

What is stewardship? Stewardship is simply one's recognition that God is the Creator of everything. As Creator, God is owner and Lord of all creation, and therefore, as human beings and as dependent children of God, we do not have absolute ownership of anything we have. We are merely the stewards or managers of our lives and the things we possess. As stewards, we must render to God an account of how we have managed our lives and the things of this world, our time, talent and treasure (money) within the framework of God's will and His law, especially within the confines of the supreme law of love of God and neighbor.

## THE SYSTEM APPROACH OF STEWARDSHIP

The December issue of *The Center Letter*, published by The Center for Parish Development (Naperville, Illinois) reports on a study that should be of great interest to churches involved in stewardship programs.

The study was conducted by the Rev. David Busby, Director of Stewardship for the Diocese of Toronto (Anglican Church of Canada).

Over a four-year period, 26 churches were studied. Thirteen churches with a total of 11,822 giving units were participants in the System Approach to Stewardship (SATS)<sup>1</sup> church vitalization process. The other 13 churches with 11,734 giving units formed the control group. Some of the control group churches, while not involved in SATS, did participate in various money-raising campaigns during the four-year period encompassed by the study. SATS does not make use of money-raising campaigns but tends to be educational in practice.

During the four-year study period (1976-1979), the following quantitative results were achieved:

## INCREASE IN PER UNIT GIVING

|                         |     |
|-------------------------|-----|
| SATS churches . . . . . | 73% |
| Control group . . . . . | 43% |

As the above figures indicate, SATS churches increased in per unit giving by substantially more than the control group churches, according to the report.

Translated into dollars, 13 SATS churches received \$620,438 more than in 1976, or \$230,000 more in 1979 than would have been the case had they increased at the same rate (43%) as the control group churches.

Per unit giving in some of the SATS churches increased from 160% to a high of 317% during this test period. In dollars, persons who were giving \$80 per year in 1976 are now giving \$337 per year. Two of the SATS churches did not show an increase in per unit giving during this period.

Although the study was not intended to be exhaustive, the report states, it clearly brings to light factors that are important. These are, according to the report:

1. Giving will tend to increase if your clergy-person is helped to develop an alert, open, and participative leadership style. The pastor's leadership style is one of the key variables in stimulating giving.

2. Giving will tend to increase if your church selects and trains a stewardship cultivation team of persons with an established and trusted record of leadership in the congregation. These must be persons who are not only well-known but who know how to get things done.

3. Giving will tend to increase if your church carefully plans for congregation-wide communication of your stewardship processes. The larger the congregation, the more difficult is this communication process; but just because it is difficult is no reason to avoid it. The larger the congregation, the more important it is to practice the "principle of creative redundancy," in which every message is given five times in five different ways.

4. Giving will tend to increase if attention is paid to building the stewardship team (and other leadership teams in the church) as strong, cohesive units, with clear plans for their work. If the leadership teams are cohesive, chances are that congregational harmony will also increase, making even better the climate for planned stewardship cultivation.

<sup>1</sup> The *System Approach to Stewardship* is an intensive, congregation-wide church vitalization process created by the Center for Parish Development. It takes place over a 36 to 48-month period in the life of a church and leads to long-range, planned stewardship cultivation programming in the church. The clergy person and a team of key lay persons receive extensive training in stewardship cultivation and church vitalization.

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## IMPORTANCE OF INVOLVEMENT

The survey conducted for *Christianity Today* concludes that, in general, the closer one is allied with a given church, the greater the likelihood he or she will contribute at a sacrificial level of giving. For example, as the table below illustrates, those who are frequent churchgoers are six times as likely as infrequent churchgoers to give 10% or more of their income to their church or religious organizations:

### PERCENT OF INCOME CONTRIBUTED TO CHURCH

"What percentage of your income do you contribute to your church or other religious organizations?"

|                       | 10%<br>or<br>more | 5-9% | Less<br>than<br>5% | None | Don't<br>know |
|-----------------------|-------------------|------|--------------------|------|---------------|
| Does volunteer work   | 29%               | 21%  | 31%                | 6%   | 13%           |
| Does not . . . . .    | 7                 | 8    | 35                 | 40   | 10            |
| Frequent churchgoer   | 29                | 21   | 32                 | 5    | 13            |
| Infrequent churchgoer | 5                 | 6    | 35                 | 45   | 9             |

(from study conducted for *Christianity Today* by the Gallup Organization, Inc. and the Princeton Religion Research Center.)

## 'PROPORTIONATE GIVING'

Some churches have built their stewardship program on the philosophy of "proportionate giving." Here is the statement on stewardship by the Vestry of Trinity Episcopal Church in Princeton, N.J. (adopted June 22, 1980):

The philosophy of proportionate giving is an appropriate means of ordering one's commitment, goals and life. It has proven helpful to each member of the Vestry, which has endorsed it as the guiding principle for the stewardship visits this fall. We commend it to you as well.

The essential elements of proportionate giving are:

That each person return to the parish a faithful proportion of his or her time, talent, and money in thanksgiving for the gifts of God; that each person decide, after prayer and reflection, what his or her commitment will be; that we all try to set some personal goal in financial giving and strive over the coming years to achieve it.

Proportionate giving encourages us to look at our needs and priorities freshly every year so that our commitment genuinely reflects what we can and want to give. This philosophy may lead us to increase our pledges or, if necessary, to decrease them responsibly.

## IMPORTANT TO REACH UNCHURCHED

Trying to encourage the presently unchurched to join the ranks of active worshippers can also be an effective long-range stewardship goal.

The study of the UNCHURCHED AMERICAN, conducted in 1978 by the Gallup Organization for a coalition of 31 churches and religious organizations, showed that half of all the presently unchurched say they can see a situation whereby they could become actively involved in a church.

The study indicated that the most effective means of winning back the unchurched are the following:

1. *Honest and open discussion.* Among those who could be brought back to the church, most cite as the two most important circumstances in which they could see themselves becoming fairly active members of a church or synagogue:

"If I find a pastor/rabbi or church/synagogue friends with whom I can openly discuss my religious doubts." (17%)

"If I find a pastor/rabbi or church/synagogue friends with whom I can openly discuss my spiritual needs." (15%)

2. *A program of social work.*

"If I find a church or synagogue that is seriously concerned to work for a better society." (15%)

3. *Good preaching.*

"If I find a church or synagogue with good preaching." (14%)

4. *Good program of religious education.* The next choice cited reflects our American concern for transmitting our religious beliefs and values to our children:

"If I find a church or synagogue with a good program or religious education for children and youth." (13%)

## NEED TO STRESS IMPACT OF CHURCHES ON SOCIETY

To both the church and unchurched it needs to be pointed out that the church is one of the most cost-effective institutions in America. Were it not for the moral education and instruction which the church provides to both young and old, the cost of correctional agencies and custodial institutions would reach many billions of dollars. Were it not for the church, the cost in additional taxes for many citizens would far exceed the average contribution to the church.

In view of the current economic crunch, and the reduced monies that will be available for social programs, the church's role has become even more vital in this respect than before.

# DESIGN OF THE GALLUP SAMPLE

## DESIGN OF THE SAMPLE

The design of the sample is that of a replicated probability sample down to the block level in the case of urban areas and to segments of townships in the case of rural areas.

After stratifying the nation geographically and by size of community in order to insure conformity of the sample with the latest available estimates by the Census Bureau of the distribution of the adult population, about 320 different sampling locations or areas were selected on a strictly random basis. The interviewers had no choice whatsoever concerning the part of the city or county in which they conducted their interviews.

Approximately five interviews were conducted in each such randomly selected sampling point. Interviewers were given maps of the area to which they were assigned, with a starting point indicated, and required to follow a specified direction. At each occupied dwelling unit, interviewers were instructed to select respondents by following a prescribed systematic method and by a Male-Female assignment. This procedure was followed until the assigned number of interviews was completed.

Since this sampling procedure is designed to produce a sample which approximates the adult civilian population (18 and older) living in private households in the U.S. (that is, excluding those in prisons and hospitals, hotels, religious and educational institutions, and on military reservations), the survey results can be applied to this population for the purpose of projecting percentages into number of people. The manner in which the sample is drawn also produces a sample which approximates the population of private households in the United States. Therefore, survey results can also be projected in terms of number of households when appropriate.

## SAMPLING TOLERANCES

In interpreting survey results, it should be remembered that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating sampling error. The computed allowances have taken into account the effect of the sample design upon sampling

error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 percent of the time, assuming the same sampling procedure; the same interviewers, and the same questionnaire.

Table A shows how much allowance should be made for the sampling error of a percentage.

The table would be used in the following manner: Say a reported percentage is 33 for a group which includes 1500 respondents. Go to row "percentages near 30" in the table and then to the column headed "1500". The number at this point is three, which means that the 33 percent obtained in the sample is subject to a sampling error of plus or minus three points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two sub-samples, such as men and women the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In tables B and C, the number of points which must be allowed for in such comparison is indicated.

For percentages near 20 or 80, use Table B, for those near 50, Table C. For percentages in between, the error to be allowed for is between that shown in the two tables.

Here is an example of how the tables should be used: Say 50 percent of men and 40 percent of women respond the same way to a question; a difference of 10 percentage points. Can it be said with any assurance the 10 point difference reflects a real difference between men and women on the question? (Samples, unless otherwise noted, contain approximately 750 men and 750 women.)

Because the percentages are near 50, consult Table C. Since the two samples are about 750 persons each, look for the place in the table where the column and row labeled "750" converge. The number six appears there.

This means the allowance for error should be six points, and the conclusion that the percentage among men is somewhere between four and 16 points higher than the percentage among women would be wrong only about five percent of the time. In other words, there is a considerable likelihood that a difference exists in the direction observed and that it amounts to at least four percentage points.

If, in another case, male responses amount to 22 percent, and female to 24 percent, consult Table B because these percentages are near 20. The column and row labeled "750" converge on the number five. Obviously, then, the two point difference is inconclusive.

### Recommended Allowance for Sampling Error of a Percentage

In Percentage Points  
(at 95 in 100 confidence level)\*

|                               | Sample      |             |            |            |            |            |            |
|-------------------------------|-------------|-------------|------------|------------|------------|------------|------------|
|                               | <u>1500</u> | <u>1000</u> | <u>750</u> | <u>600</u> | <u>400</u> | <u>200</u> | <u>100</u> |
| Percentages near 10 . . . . . | .2          | 2           | 3          | 4          | 4          | 5          | 7          |
| Percentages near 20 . . . . . | .2          | 3           | 4          | 4          | 5          | 7          | 9          |
| Percentages near 30 . . . . . | .3          | 4           | 4          | 4          | 6          | 8          | 10         |
| Percentages near 40 . . . . . | .3          | 4           | 4          | 5          | 6          | 9          | 11         |
| Percentages near 50 . . . . . | .3          | 4           | 4          | 5          | 6          | 9          | 11         |
| Percentages near 60 . . . . . | .3          | 4           | 4          | 5          | 6          | 9          | 11         |
| Percentages near 70 . . . . . | .3          | 4           | 4          | 4          | 6          | 8          | 10         |
| Percentages near 80 . . . . . | .2          | 3           | 4          | 4          | 5          | 7          | 9          |
| Percentages near 90 . . . . . | .2          | 2           | 3          | 4          | 4          | 5          | 7          |

\* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

### TABLE B Recommended Allowance for Sampling Error of the Difference

In Percentage Points  
(at 95 in 100 confidence level)\*

#### Percentages near 20 or percentages near 80

|                    | <u>750</u> | <u>600</u> | <u>400</u> | <u>200</u> |
|--------------------|------------|------------|------------|------------|
| Size of the Sample |            |            |            |            |
| 750 . . . . .      | .5         |            |            |            |
| 600 . . . . .      | .6         | 6          |            |            |
| 400 . . . . .      | .7         | 7          | 7          |            |
| 200 . . . . .      | .8         | 8          | 9          | 10         |

### TABLE C Percentages near 50

Size of the Sample

|               |    |    |    |    |
|---------------|----|----|----|----|
| 750 . . . . . | .6 |    |    |    |
| 600 . . . . . | .8 | 8  |    |    |
| 400 . . . . . | .8 | 8  | 9  |    |
| 200 . . . . . | 10 | 11 | 11 | 13 |

### THREE KEY TRENDS IN RELIGION IN U.S.

